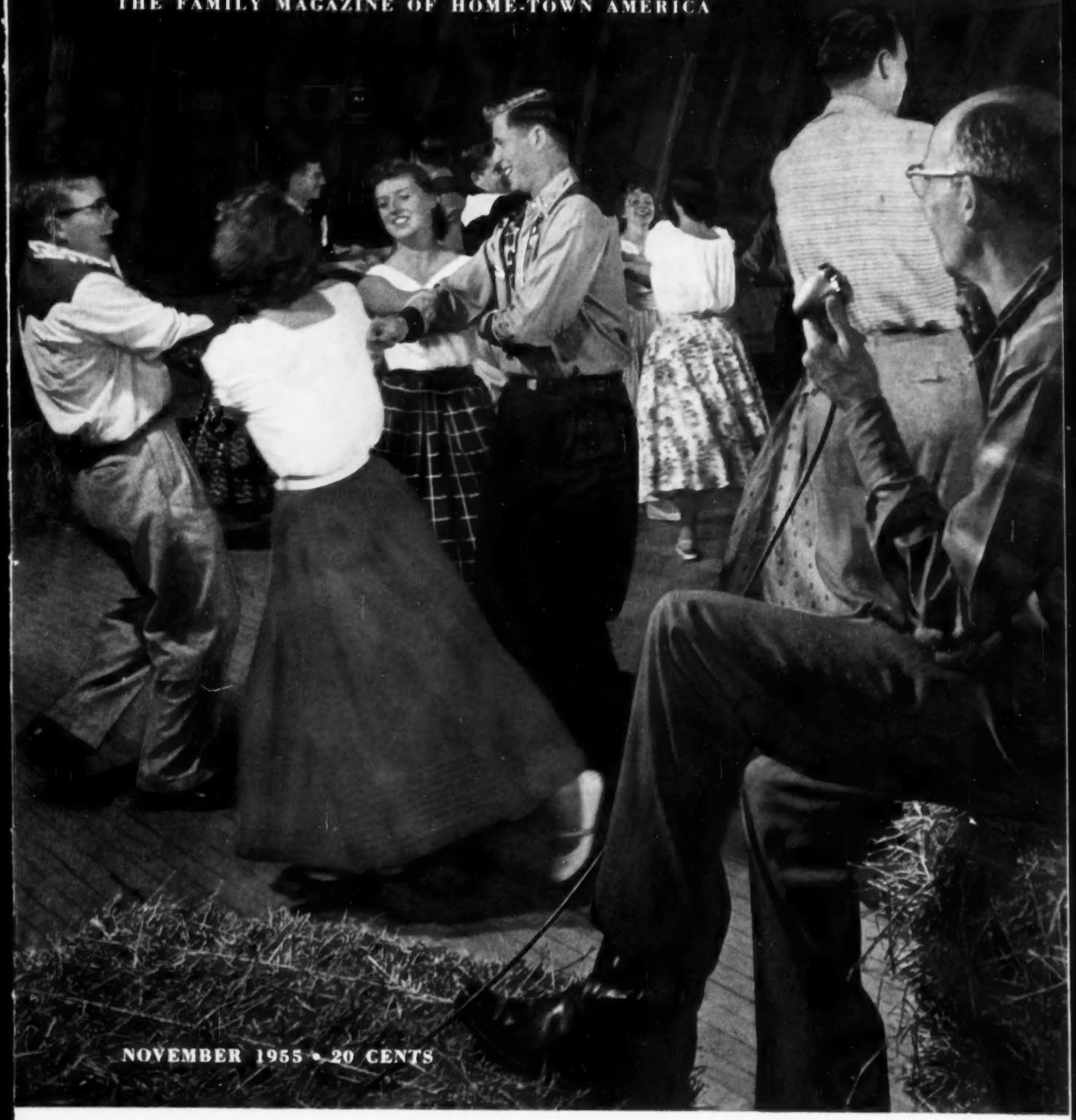
Town Journal

THE FAMILY MAGAZINE OF HOME-TOWN AMERICA



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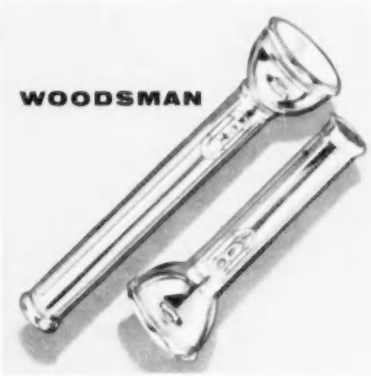

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Bethlehem Steel engineers assisted in developing the intricate machinery to move and revolve the globe, and the shops of Bethlehem's shipyard at Quincy, Mass., supplied the mounting and carriage on which the globe turns, together with the forged shaft of tough molybdenum steel which holds it in position. The angle at which the globe tilts, 23 degrees 27 minutes from the vertical, represents the actual angle of the world in space.

Nothing of the kind comparable to the Babson globe has ever existed before. It lets the onlooker step back and see the earth from a remote vantage point. It helps him to visualize it as one world, and to acquire a fresh perspective on geography and a more immediate grasp of such matters as world economics and global defense.

BETHLEHEM STEEL

BETHLEHEM STEEL

Published Monthly by Farm Journal, Inc., Washington Square, Philadelphia 5, Pa., U.S.A. Second class mail privileges authorized at Philadelphia, Pa. Subscription price $1.00 per year in U.S. and possessions.

THIS MONTH WITH TOWN JOURNAL®

Formerly Pathfinder · Member Magazine Publishers Association

NOVEMBER, 1955

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The family magazine of hometown America

Our cover by Warren Reynolds, of Photography, Inc., shows square dancers whooping it up, with a Harlem Rosette, in Lynn Woodward's barn at Bloomington, Minn.—on page 33 you'll see how to start a square dance group. **Don't miss** "The New Union Labor Push," starting on page 27. Victor Riesel, well known labor writer, tells how the merged AFL-CIO plans to organize millions of workers, perhaps including you, in Countryside America. **Our new kitchens** contain so many ideas for you that we've given them a special 8-page section, (pages 55–62). That's where Ann Satter prepares the good food you read about in TOWN JOURNAL.

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TOWN JOURNAL is published monthly by Farm Journal, Inc., Washington Square, Philadelphia 5, Pa. Subscription price $1 per year in U.S. and possessions; Canada and other foreign countries $2 per year. Single copies 20¢ in the U.S.

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POSTMASTER: Please send changes of address (form 3579) to TOWN JOURNAL, P. O. Box 958, Philadelphia 5, Pa.

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NEWSFRONT

Straight from Washington:

OUTLOOK FOR PRESIDENT EISENHOWER'S ROBUST RECOVERY is better than official medical reports proclaim. The doctors don't want to create false hopes, but privately they find Mr. Eisenhower's recuperation further along than they expected and now believe that he will be able to resume a nearly full-sized Presidential work-load without undue risk.

THERE IS NO "ACTING PRESIDENT" IN THE MAKING. Talk that Ike might resign the Presidency in order to build up Vice President Nixon for the 1956 campaign is without basis. Eisenhower knows that the American people want the President they elected to serve unless he is absolutely incapable of doing so, and he intends to do just that.

THE PRESIDENT'S RECUPERATION TIMETABLE: (1) Fly to his Gettysburg farm in early November; (2) slowly step up White House work for four to six weeks; (3) return to Washington in December for final decisions on budget and State of the Union address to Congress; take full and active charge in the early part of the new year.

OPTIMISTIC HEALTH NEWS DOESN'T BEAR ON POLITICS. The President is giving no encouragement to the idea he'll run for re-election. Republican leaders are convinced that "no" is the only answer they can expect and they believe Mr. Eisenhower will confirm his intention shortly after returning to Washington--and before he addresses Congress in January.

THIS MEANS THAT THE "SHORT" PRESIDENTIAL CAMPAIGN, as planned for 1956, will prove to be one of the longest. Conventions will be held, as planned, in the late summer but the contest for the nominations in both parties will be on from the time Congress meets two months hence.

THE PRESIDENCY IS TODAY BEING RUN COLLECTIVELY. Ninety per cent of the high decisions are being made by Cabinet officers after consultation with each other.

WHO CONSTITUTES THE "INNER" CABINET? Here is an informed ranking of where executive decision-making power is allocated among the President's top aides--(1) Sherman Adams, the Assistant to the President; (2) Secretary of State John Foster Dulles; (3) Secretary of the Treasury George M. Humphrey; (4) Vice President Nixon, who presides over but does not rule the Cabinet; (5) Attorney General Herbert Brownell; (6) Maj. Gen. Wilton B. Persons, the Deputy Assistant to the President, Ike's trouble shooter on Capitol Hill.

TOP POLICY MAKERS IN THE USDA HAVE ARRIVED AT THE REPUBLICANS' NEW FARM REMEDY for election year: An increase of $150 million (from $250 million to $400 million) in Agricultural Conservation payments to farmers. In this case, the increases will be due largely to taking some land out of cultivation and putting it into grass.

STRONG MEN OF THE EISENHOWER CABINET FULLY BACK Secretary of Agriculture Benson. Benson is not going to scrap his program of bringing production into balance with consumption in a politicians' panic over the decline in farm prices. Humphrey, Dulles, Wilson and most others in the Cabinet are not panicked. Brownell, Summerfield and Stassen, more politically minded, want Benson to "do something--no matter what" soon.

BENSON'S $85 MILLION PORK-BUYING PROGRAM, designed to stop slipping hog prices, does not conflict with his philosophy. The U.S. will buy pork products for school lunches and charitable institutions--not to store and spoil. Benson will not sell out his basic policies to the

highest political bidder. He would resign first--and there is no hint that the President will want his resignation.

REPUBLICAN NOMINATION FORECAST: Earl Warren, whom Ike named to the Supreme Court, is the President's first choice as his successor. If the Chief Justice will not re-consider entering active politics, Mr. Eisenhower inclines to name a group of several nominees he would support--Nixon, Dewey, Governor Herter of Massachusetts, Paul Hoffman, Henry Cabot Lodge Jr. This would mean a hotly contested convention.

DEMOCRATIC NOMINATION FORECAST: Adlai Stevenson still leads in poll votes at this stage, though he's proving too "conservative" for Mr. Truman. Harry's opposition can hurt Stevenson's chance of getting nominated--but might help his chance of getting elected.

DEMOCRATIC LEADERS ARE ALREADY RE-TAILORING THEIR STRATEGY for 1956. Plans to try "to cut Eisenhower down to size" are being dropped. Instead, the Democratic tactics will be to leave Mr. Eisenhower untouched, to praise him for the past actions of the Administration and blame everything criticizable on his subordinates and the Republicans generally.

SENATE DEMOCRATIC LEADER LYNDON JOHNSON, himself a heart attack victim, is creating a four-man Democratic "directorate" to help him next session. He, too, needs to cut down his work load. His assistants will be Senators Mansfield of Montana, Kerr of Oklahoma, Gore of Tennessee, and Humphrey of Minnesota.

HERE'S WHERE DISARMAMENT NEGOTIATIONS STAND: We want to merge Soviet proposal for placing inspectors at air bases and staging points with the Eisenhower plan for continuous air reconnaissance. Russians don't say no, don't say yes. They want major disarmament simultaneously with any agreement on inspection; we want to see that inspection really works before accepting anything more than modest first stage in arms reduction.

ON NUCLEAR WEAPONS, U.S. WILL NOT AGREE TO BANNING PRODUCTION. We believe such a paper agreement couldn't be effectively inspected or policed. We believe that the hydrogen bomb is a deterrent to war and that the danger of aggression is reduced, not increased, by the H-bomb. Moscow probably holds same view but likes to publicize its proposal to abolish all atomic-hydrogen weapons.

UPCOMING GENEVA CONFERENCE LOOKS HOPELESS. The meeting of the Big Four Foreign Ministers, which begins Oct. 28, will probably continue for weeks. Realistic U.S. officials see Kremlin showing no signs of wanting to negotiate any major issue. They view Moscow's throwing arms on the tinder-box of Egyptian-Israeli relations as a bald departure from the "spirit of Geneva."

CENTRAL ISSUE AT SECOND GENEVA MEETING will be unification of Germany. Moscow says it will keep Germany divided until the West scraps NATO. It aims to outwait Adenauer and play on his successor to draw Germany out of its Western Alliance.

THIS CONCLUSION EMERGES: DANGER OF LOSING THE FREE WORLD by war is decreased; danger of losing the Free World by diplomacy (plus weakening of our defenses) is increased.

TREASURY SECRETARY IS FUTILELY WARNING CONGRESS: DON'T CUT TAXES--unless a balanced budget is in sight. It isn't, but both parties are planning a pre-election tax cut in one form or another. Only increased revenue will put the Federal Government in the black. This may well come about because of highly prosperous times, but Secretary Wilson sees defense spending going up slightly, not down, next year.

More Newsfront on following pages

Snow-slick hill climb proves superior traction of

NEW TUBELESS SUBURBANITES

From a dead stop, a Suburbanite-equipped car and a car equipped with regular tires started up this steep, snow-covered hill. The rear tires on the car at the right pulled for only a short distance; then started to slip and spin—lost all of their pulling power.

The Suburbanite-equipped car pulled right to the top without a pause!

Don't let a surprise snowstorm delay you. Get Suburbanites from your nearby Goodyear dealer today.

They'll outpull—outstop—outperform other tires in every winter test!

Goodyear's famous Suburbanite has the logical winter tread design.

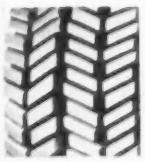
Four rows of sharp-edged cleats dig in like claws for greater traction in deep snow and mud—surer footing on hard-packed snow.

Get quiet-running Suburbanites now and you'll enjoy better starting, safer stopping, surer traction all winter long. This famous tread design is also available in a Suburbanite tire that uses a tube. Goodyear, Akron 16, Ohio.

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND

HERE'S WHY...

Suburbanites give you more "pull through" traction for winter driving!



464 Suburbanite cleats are set on a scientifically designed, nonskid angle. These angled edges dig in like claws for greater traction—give you *extra* protection against slip or skid on wet roads, ice or hard-packed snow—provide safer starts and stops.

SUBURBANITE WINTER TIRES

GOODYEAR TIRES

GOODYEAR

Look for this sign; there's a Goodyear dealer near you.

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Now it's 5 to 1 boys won't be drafted

But if 18-year-olds don't want to take a chance here are three new enlistment choices

By Monte Bourjailly, Jr. *Associate Editor of Army Times, who specializes in military personnel problems. He has covered the Pentagon for the past four years.*

MOST young men have been vitally affected by the new Reserve Forces Act passed by the last Congress—and don't yet know it.

The biggest news is that every able-bodied boy need no longer plan on giving two or more years of his life to the Armed Services. In fact, if an 18-year-old doesn't want to be drafted—and is willing to gamble—the odds are now about five to one that he can avoid it!

Reason: In the course of the next 10 years, Selective Service will have available almost five times as many men as the military will require. Already the backlog is so great that the average draftee reaches 23 years of age before he is called up.

Approximately 1.5 million fully qualified men are now in the Selective Service pool. With a whopping million more reaching draft age every year, Pentagon insiders unofficially admit that by 1959—when the present draft law expires—Selective Service will have such a huge manpower surplus that four out of every five of today's eligible 18-year-olds will never be drafted.

This estimate, of course, depends upon continued peace, no further expansion of the armed forces, and the success of present voluntary enlistment programs.

In any case, there is practically no chance of today's 18-year-old being involuntarily drafted before the present law expires *unless* the world situation deteriorates badly, or exemptions are eased for fathers and others in the upper age brackets (23 and over). And when the draft act does come up for renewal in 1959, no one can predict what action Congress will take.

For those under 18½ (the crucial age under the Reserve Forces Act) who prefer to fulfill their military obligation with the least possible active duty, the new law offers these options which deserve careful study:

1. Join a Reserve unit—Army, Marine Corps or Coast Guard—before reaching 18½, put in six months of active duty for training (at $50 a month) followed by an additional seven and a half years in the Reserve. This would comprise 48 paid drills a year—either 48 evenings or 12 full week ends—and two weeks of field training each summer.

2. Join the National Guard before age 18½. Under this plan, the service obligation continues to age 28 *unless* you volunteer for a continuous active duty stint of three months or more. By volunteering, your obligation is cut from 9½ years in the Guard to a total of eight years.

This option offers several intriguing possibilities. First, since your active duty can occur any time during your obligated service, you can pick the period that suits you best. Second, on active duty you will draw full pay for the grade you have attained, including increases based upon length of service (one for every two years).

By delaying your active service until you have gained promotions and longevity, you could, as a Guardsman, earn up to three times the pay of the $50-a-month trainee under the Reserve program outlined above.

By carefully selecting your unit in the Guard and your military specialty, you can also get excellent training to advance your career in civilian life.

For example, a boy interested in automobiles could join a Motor Transport unit, then arrange to spend his active duty attending the Army's excellent motor mechanics course at Aberdeen, Md.

Someone interested in radio could specialize in communications, devoting his active duty to advanced Signal Corps courses at Fort Monmouth, N.J.

Officials administering the Reserve Forces Act admit—off the record—that the Guard is much more attractive than the Reserve option mentioned under No. 1.

3. Another alternative, perhaps the most attractive of all, will material-

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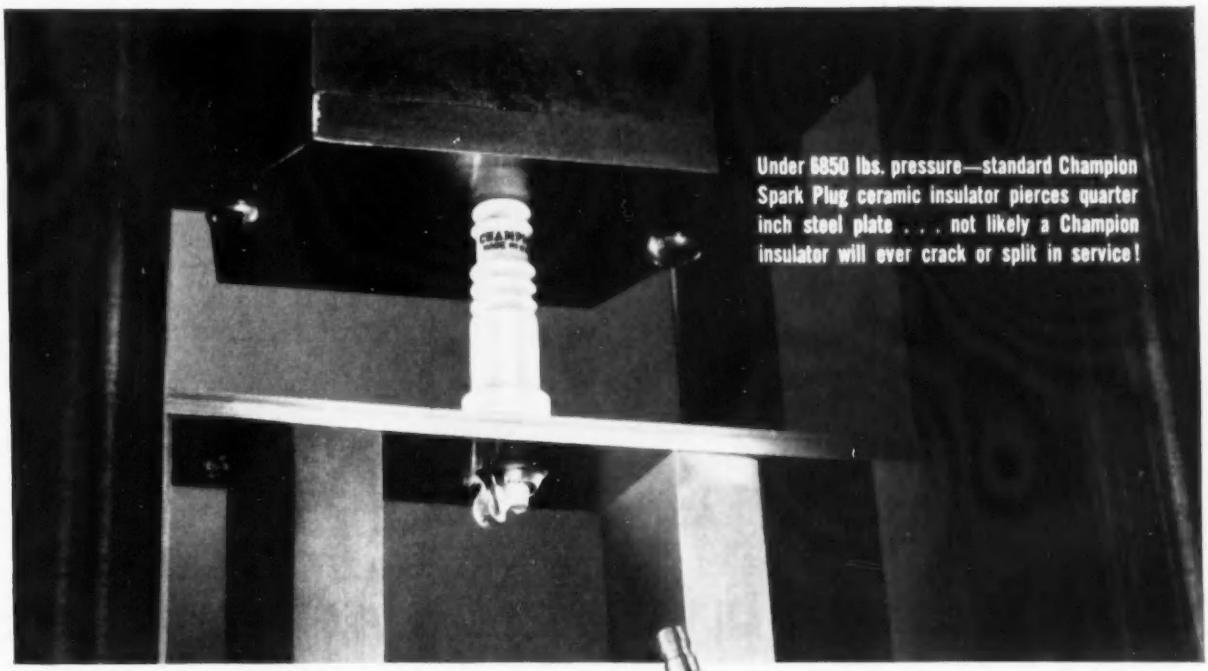

The heart of a spark plug is its insulator.

When a weak insulator cracks or splits in service, that cylinder goes dead. Power losses range from twelve to twenty-five per cent. Raw gas is wasted through the exhaust and drains into the crankcase. Oil is diluted, robbing it of its lubricating efficiency.

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"No spark plug can be better than its insulator. I've given Champions the worst kind of punishment in a great many stock car races and they have never let me down!"

SAYS LEE PETTY, 1954 CHAMPION NATIONAL ASSOC. FOR STOCK CAR RACING

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"Grandma says we're all invited for Thanksgiving!"

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CALL BY NUMBER. IT'S TWICE AS FAST.

BELL TELEPHONE SYSTEM

ize *only* if the Reserve program proves a flop. (The Pentagon isn't publicizing this right now.) But should there be insufficient volunteers under Choice 1, the Army Reserve will be empowered to offer recruits the same inducements as the National Guard.

In this event, the advantage will shift from the Guard to the Army Reserve. Why? Simply because National Guardsmen have a double obligation: (1) to the Federal Government in case of an emergency declared by Congress or the President; (2) to the State during local emergencies declared by the Governor. The Army Reservist, on the other hand, has only his Federal obligation. He need not fear being called out for riots, floods or fires.

To summarize, if you want to take a chance on not being drafted, the odds are now about five to one in your favor.

However, if you are nearly 18½ and would like to shape your own future, the National Guard now has most to offer. If and when Option 3 becomes available, the Army Reserve will probably become your best bet.

In any case, the new law—though cumbersome and complex—has done much to brighten the military horizon for America's youth. **End**

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THINK FIRST OF THE AETNA

We can't take the risk!

Three times the country has escaped danger when the President was stricken; here is a suggestion on how we can protect ourselves in the future

By Wheeler McMillen

STWAPNIAC. That's a strange-looking word some of us learned years ago in school. It helped us to remember how at that time the law provided for the presidential succession if neither the elected President nor Vice President should be able to serve. It meant that in respective order the Secretaries of State, Treasury and War would become President, followed by the Attorney General, Postmaster General, the Secretaries of Navy, Interior, Agriculture and Commerce. Labor was added later.

Thomas A. Hendricks, Vice President of the first Cleveland Administration, died in office in 1885. The STWAPNIAC law, passed after his death, stood until 1947. Then it was changed to provide that if neither President nor Vice President can serve, the Speaker of the House of Representatives moves to the White House. After him the succession goes to the President Pro Tem of the Senate and then through the Cabinet.

The illness of President Eisenhower, however, has reminded present day Americans that the Constitution does not provide for one ever-possible contingency. It says that "In case of the removal of the President from office, or of his death, resignation, or inability to discharge the powers and duties of said office, the same shall devolve on the Vice President. . . ."

If the President is removed by impeachment, death or resignation, the Vice President takes over at once. But "inability to discharge the powers and duties" has never been defined. No authority has been provided to determine when a President is unable to function. In the event of prolonged Presidential incapacity this omission could leave the nation without definite leadership. No one, for instance, would have the right to call Congress into session, or to sign bills into law, or to decide certain grave policy questions.

After President Garfield was shot on July 2, 1881, he lived until September 18, and during those 80 days was able to perform but one official act. He signed an extradition paper. The Vice President, Chester A. Arthur, although urged by political friends, refused to assume the presidency or to act as President until Garfield's death. Fortunately no crisis came up.

President Woodrow Wilson collapsed while on a speaking trip in the fall of 1919 and on October 2 was partially paralyzed by a stroke. Vice President Thomas R. Marshall followed Arthur's example and resisted pressure to take over, although for the remaining 17 months of his term Wilson was inactive. The Cabinet disagreed as to what to do. For weeks no one outside the family and personal staff could see the President. Mrs. Wilson made many decisions as to what papers he saw.

Whether Franklin D. Roosevelt was competent to act as President during his latter months may long be argued. I sat not far from him at a public dinner early in 1945. To anyone who saw him thus it was clear that he was seriously ill. Many believe that his condition contributed to the terrible mistakes made at Yalta. The war was about to end. The postwar problems were piling up. Had President Roosevelt in his final days been totally incapacitated for any work whatever, instead of dying suddenly, the consequences of a government running on without a real head in those critical weeks might indeed have been frightening.

When does the President suffer "inability to discharge the powers and duties of said office"?

Since no one now has authority to decide that question, who should have it? Should it be Congress? The Cabinet? The Supreme Court? Good reasons can be offered against each.

If Congress were not in session, some one would have to call it. Action on such a matter by 531 people obviously would be awkward. A medical, not a political decision, would be needed.

ANNOUNCING THE NEW "PowerStyle" CHRYSLER

SEE IT... THEN GET THE THRILL OF PILOTING IT YOURSELF!

New Pushbutton PowerFlite

World's most automatic transmission. Operated by pushbutton on dashboard.

New FirePower V-8 Engine

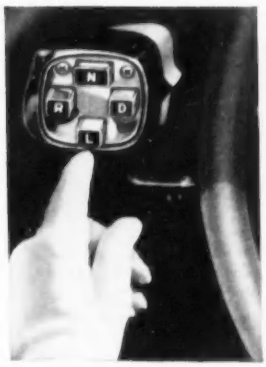
Higher-powered version of the first airplane-type V-8 engine used in any car.

New PowerPilot Steering

Its power assist works all the time to give you a positive feel-of-the-road.

New PowerSmooth Brakes

Safest, most velvety braking of all. Outlast the next-best brakes 2 to 1.



You're going to see and hear a lot about this new "PowerStyle" Chrysler. It brings you so much that's new . . . from the unusual outrigger front bumper to the dramatic flight-swept rear fenders. Here is a car deliberately designed to draw cheers and second glances. This is how power *looks!*

When you drive this new Chrysler, you will feel the greatest sensation of freedom any motorist ever knew . . . the sensation of commanding all of Chrysler's newest "Forward Look" power features.

Stop by your Chrysler dealer's today and discover the many wonderful things in store for you in the new "PowerStyle" Chrysler for 1956.

TWO MORE FABULOUS CHRYSLER FIRSTS* • High-fidelity long-playing record player • Instant airplane-type heating system. Warms your car in seconds.

*(*Both optional)*

NOW MORE THAN EVER . . . AMERICA'S MOST SMARTLY DIFFERENT CAR

Now! Zenith's crusade to lower the cost of hearing

produces amazing new "50-X"

Once again, Zenith presents clear proof that top-quality aids for the hard-of-hearing *can* be provided at reasonable cost.

The new Zenith "50-X," at only $50, has been a Zenith goal ever since the miraculous discovery of tiny transistors as a substitute for vacuum tubes. For now, thousands who might never have met life on an equal footing with others, may truly enjoy the blessings of better hearing.

The new "50-X" is a definitely finest-quality Zenith Hearing Aid reflecting all of Zenith's 36 years of experience and technical know-how, with Zenith's famed excellence of design, workmanship and materials. Yet, this efficient new three-transistor Zenith "50-X" does not sell for $250 to $300, as do many other makes, but at only a *fraction* of these prices . . . only $50 complete.

Vacuum-Tube Hearing Aid Users: Don't wait another minute to get the outstanding clarity, convenience and operating economy of a genuine three-transistor Zenith. *You'll be amazed at the difference!*

The new Zenith "50-X" operates for about 10¢ a week instead of one or two dollars. These savings alone can pay the *entire* cost of the new "50-X" within a year!

Try the new "50-X" today. Enjoy the comfort, the realism, the marvelous natural "feel" of this superb new Zenith Hearing Aid. And remember, every Zenith is backed by a 10-Day Money-Back Guarantee, 1-Year Warranty and 5-Year Service Plan. Easy Time Payments if desired!

Your local Zenith Hearing Aid Dealer is waiting to serve you. He is listed in your classified telephone directory. Or, mail coupon for literature and local dealer list.

HERE'S WHAT THE NEW "50-X" BRINGS YOU AT THIS UNBELIEVABLY LOW PRICE!

• A true, finest-quality, three-transistor precision instrument • Sensitive, fingertip volume control • Sturdy, noise-suppressing case • Operates for about 10¢ a week on a single tiny dry-cell battery, available everywhere • Price includes high-performance earphone, cord and stock earmold.

ZENITH®
HEARING AIDS

By the Makers of World-Famous Zenith TV and Radio Sets

Zenith Radio Corporation
Hearing Aid Division, Dept. 13Y
5801 Dickens Avenue, Chicago 39, Illinois

Please mail me complete information on the new Zenith "50-X" and list of local dealers.

Name _____

Address _____

City _____ Zone _____ State _____

Should a time of violent political feeling arise Congress could exercise such a power to remove the President on the pretext of "inability" when no real incapacity existed.

The Cabinet is made up of Presidential appointees who certainly would be extremely reluctant to act in so vital a matter; particularly if they feared the next man in succession.

This brings up still another contingency. A President might be unable to act for months or for a year or more of his term, but might be expected to recover. If because of temporary incapacity another assumes the office, should the new man serve only until the President recovers?

The Supreme Court at present could begin no action. Congress may not even have Constitutional authority to decide what should be done.

There is a way, I venture to suggest, by which this defect in our Constitution could be corrected. It might work like this:

An Amendment could require the Supreme Court to appoint a board of not fewer than seven eminent medical authorities, each to serve for seven years with staggered terms of office. Thus the most competent sort of board would always exist. It would be non-political and purely professional. The Court would choose men from various fields of physical and mental medicine. Normally the board would have no duties whatever. However, in the event a President became ill in any manner obviously serious, it would become the duty of the board to inform itself as to his condition and, if his ability to discharge his "powers and duties" were clearly and seriously impaired, to certify unanimously to that fact. Then the Vice President or next in line could become acting President, to serve either until the board found the President able to resume his work, or until the end of his term.

With such a board in existence, no great alarm would be created such as would arise if one were appointed only after a President became ill.

Another Amendment might well propose that the Vice President be relieved from his present Constitutional duty of presiding over the Senate. He could then be expected to devote his full time to assisting the President and to keeping himself constantly familiar with the work of the highest office. The Senate could be authorized to elect a presiding officer from outside its membership—a job that then in most cases would go to some able former Senator.

The experiences in the instances of Garfield, Wilson and F. D. Roosevelt were warnings enough that means must be found to answer this unsolved question. Failure to do so, especially with the burdens and responsibilities of the Presidency steadily growing heavier, may in some future crisis cost the Republic bitterly. **End**

650 million horses at work on American Farms!

Watch
BIG TOWN
NBC-TV

More horses than ever!

Well, not really *horses,* but their equivalent in *horsepower!* Yes—American farmers today use more than 7 million tractors and trucks, not to mention the farm work that gets done by the 4½ million cars owned by farmers.

Keeping this thundering herd at peak performance is a farm problem where AC Spark Plugs give you the best answer. AC plugs with the exclusive deep-recessed thin tip heat up fast. This means they burn away combustion products that quickly foul ordinary plugs.

To save gas and increase horsepower, use AC Hot Tip Spark Plugs in all of your farm engines—road, field or stationary.

GM GENERAL MOTORS

AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION • FLINT, MICHIGAN

STANDARD FACTORY EQUIPMENT ON MORE NEW VEHICLES THAN ANY OTHER MAKE

Talking it over

Come dreaming with me— to the home of 1965

By Roger M. Kyes

VICE PRESIDENT, GENERAL MOTORS CORP.

This month I am happy to turn over my usual space on this page to my friend, Roger Kyes. I regard him as one of the ablest and most stimulating leaders in American business.

Graham Patterson, Publisher

WHEN I predict that by 1965 nearly 60 out of 100 homes will have some form of cooling or air conditioning, I doubt that it surprises you. For some 2¼ million out of 50 million homes are already so equipped. But you may think I'm losing my touch with reality when I suggest that within the decade, our homes will also have . . .

● ● Laundry equipment to swish dirty clothes from the hamper, sort and clean them, then fold as well as iron them.

● ● Automatic systems to wash the kitchen floor, rinse and dry it in minutes.

● ● Telephone service which permits you to close the windows in case of rain by merely dialing your home phone number; or, if you prefer, automatic window closers sensitive to the first raindrops.

● ● Central refrigeration which, in the manner of central heating, could also service a fur storage closet and a refrigerated cabinet for cosmetics and perishable medicines.

● ● Electronic devices with no moving parts to run your refrigerator, thaw out frozen fruit in seconds to serve for dessert, or clean dishes without the use of a drop of water.

● ● Your own atomic or solar power plant independent of electric lines; and your own water and sewage disposal system in which a flueless electronic oven substitutes for the sewer.

"What a dreamer this guy Kyes must be," you're probably saying. Yet several of these conveniences are already past the initial stages of development. I would not want to reveal exactly what our engineers are doing in our laboratories and plants, but I can say this—many of these things are closer to the market than you may think. I have already seen, for example, a prototype of that kitchen floor cleaner.

As for the automatic window closers, why should they seem out of reach? Even now, with a device being marketed, you can push a button in your car and cause the garage door to open and the garage lights to snap on.

A glimpse of the closeness of the future, too, is represented in the new kitchens of our own company which you'll be seeing in 1956. They are complete factory-made rooms with perimeter lighting, new waist-high refrigerators and drawer type freezers, push button self-rinsing sinks, and with wiring and plumbing built right into easy-to-assemble walls. The kitchens, free standing and modular, are easier to install.

We think that in a very few years families will trade in their kitchens complete as they now do cars. New merchandising methods will allow you an equitable trade-in for your old kitchen depending on the model and its condition.

In short, *we are on the eve of a major break-through on an important front, emancipation of the American housewife*. Specifically, I predict that by 1965 the industry will increase refrigerator sales by a million units a year and automatic washer sales by approximately that amount. Volume of electric dryers will more than double. Volume of dishwashing and food waste disposers will more than quadruple.

Appliances will improve so rapidly that we will get the same kind of "dynamic obsolescence" that causes people to buy new cars every year or every two or three years. My company's lowest-priced car of 1955 is a better all-round performer than our highest priced car was in 1950, although the latter has made equally outstanding gains. Customers, with a dollar and a half of income for every dollar they have today, will have enough money in 1965 to afford these luxuries and conveniences. Moreover, as the swing is made into volume production, you'll get more and more value per dollar.

At this point, I can hear many men sputter, "Why should we worry about any more emancipation for the housewife? Our wives have already been emancipated with refrigerators, home freezers, dishwashers and automatic ranges, automatic clothes washers and dryers."

And they're partly right. But don't forget that the young housewife of today has more children to care for than her mother; families are bigger. And don't forget either that much of the progress made over the past 20 years or so *has merely compensated the housewife for ground she lost*. The new labor-saving appliances simply substituted in many cases for the hired help she could no longer afford at today's wages.

Now most of that ground is made up. The housewife over the next 10 years will be in the happy position of really having the extra time that no average woman had before. Then we can measure the real benefits in terms of what time—spent in training, playing with and loving our children—can mean in terms of the future of America.

End

Front, back, inside, and out — there's no mistaking THE BIG M

ANY WAY YOU LOOK AT IT—there's big news in THE BIG M. For 1956 Mercury offers fresh new color styling, with new Flo-Tones (illustrated), as well as two-tones and solids, to suit every taste. Mercury's all new 210 and 225-horsepower V-8 SAFETY-SURGE engines deliver that extra margin of power where and when you need it—for split-second pickup, safer passing, easier hill climbing. Another mark of Mercury leadership is Mercury's 10 new Safety-Engineered features for added driver and passenger safety.

NEW TAIL-LIGHTS SAY "MERCURY" As it glides ahead with all its quiet, smooth new "go," THE BIG M's new look is wide, low and lovely.

NEW INTERIOR DESIGNS SAY "MERCURY" Rich, colorful nylons and vinyls add the look of luxury to the feel of spaciousness everybody wants to have.

BIG M CREST, GRILLE, HEAD LAMPS—ALL SAY "MERCURY" There's so much to see! 12 magnificent new models in 3 exciting series! And a new fleet of low-silhouette hardtops!

MERCURY DIVISION • FORD MOTOR COMPANY

For 1956—the big move is to THE BIG MERCURY

A MAGNIFICENT VALUE IN THE FORD FAMILY OF FINE CARS

Forget the weather . . . Forget the work!

Make *your* washday a "holiday" with these WIZARD Laundry Twins

Wizard Master Washer. Lovell pressure-cleansing wringer. Snag-proof aluminum agitator. Fast drain pump. Only **$99.95**
Wizard Special (illustrated) . . . *$89.95*

Wizard Semi-Automatic times wash, shuts off automatically. Lovell wringer. Custom model **$149.95**
Wizard Deluxe (illustrated) . . . *$139.95*

Load it, set it, — forget it! New Wizard Automatic with patented "Weigh-Fill" . . . weighs load, fills tub to correct level automatically! Flo-matic balance assures smooth, vibration-free spinning. Three thorough rinses, plus deep overflow rinse. Only **$259.95**

Set dial — choose exact heat you want! Wizard Automatic dries safely and gently to *any* degree of dryness desired — from "damp" to "fluff" dry. New push-button temperature controls. Easy-to-remove lint trap. Gas . . . . . **$229.95** Electric **$179.95**

Save up to 39% on gas with new Simmer-Save burners! Broiler-grill. Wizard Deluxe Range **$159.95**
Wizard 37" Gas Range (illustrated) **$99.95**

Wizard 30" Automatic Electric Range. Big "King-Size" oven holds 2 turkeys! Robertshaw oven heat control. Hi-speed, 7-position monotube burners. **$199.95**

Free! $10.00 easy-roll wheel base with this powerful Wizard Deluxe "Swivel-Top" Cleaner. Fully adjustable suction. 10 cleaning attachments **$69.95**

"It's a wonderful WIZARD"

...chosen by 2,500,000 families over all other brands.

SOLD ONLY AT **Western Auto**

STORES & ASSOCIATE STORES

NOTE: In some areas of the U.S., Hawaii, Alaska, and Mexico, prices slightly higher. Western Auto Associate Dealers own their stores, set their own prices, terms and conditions. (T115)

Now TRUETONE gives you TV's newest "look" ...with America's biggest 21" picture!

Truetone 21" Console. Aluminized 90° picture tube. Powerful fringe area reception. Top tuning. Mahogany (illus.) **$219.95** Blonde finish **$229.95**

Truetone "Tilt-A-Stand" Radio tilts up or down on brass stand . . . even mounts on wall! Red **$25.95** Ebony **$23.95**

It's just like your favorite seat at the movies . . . when you view this new Truetone! For here is truly *magnificent* "Movie-Screen" reception—extra bright, sharp—with 270 sq. inches of wide, clear-across screen. The biggest 21" picture in TV! Smart new "modern look". Handy, no stoop top tuning . . . new compact vertical chassis. Exclusive Silent-Sentry ends fuse problems, saves service calls. Easy UHF conversion. Stain-resistant "Impervium" treated finish. Only **$159.95**

Truetone Royal 17" Table TV—top tuning, lightweight. Only $119.95. Easy terms!

Wizard Portable Grinder. 4 1/2" x 1/2" aluminum oxide wheels (fine and coarse) revolve at 3500 r.p.m. 1/12 H.P. motor. **$19.95**

Wizard Power Drill Bit Set. 8 bits 1/4" to 1" bore clean and true in wood, plaster, etc. Fit any 1/4" drill. **$2.49**

Powerful new Wizard ¼" Drill. Removable side handle for extra firm grip. Precision geared key chuck. Alloy steel gears. **$17.95**

Wizard Tilt-Arbor Saw. Rips, crosscuts, miters, dadoes. 8" blade cuts 2 9/16" deep, tilts to 45°. Cast iron table. **$42.50**

Over 3,700 Associated Appliance, Home and Auto Supply Stores From Coast to Coast . . .

Western Auto

STORES AND ASSOCIATE STORES

NOTE: In some areas of the U.S., Hawaii, Alaska, and Mexico, prices slightly higher. Western Auto Associate Dealers own their stores, set their own prices, terms and conditions. (TH15)

Downright startling!...

...the power you get with

TEXACO *FIRE CHIEF* GASOLINE...100% CLIMATE-CONTROLLED

It never stops hustling, that Fire Chief gasoline! It *snaps* up your starts, *smooths out* your getaways, and deals out a big and *lively* kind of power to level out those hills.

That's true wherever you buy it, too. For Fire Chief is 100% *Climate-Controlled*, specially blended for climate and altitude in all 48 states.

Surprised you could get all this in a *regular*-priced gasoline? Well, try a tankful of Fire Chief. You'll find out!

The man to see is your Texaco Dealer, *the best friend your car has ever had.*

TEXACO DEALERS in all 48 states

Texaco Products are also distributed in Canada and Latin America

THE TEXAS COMPANY

TUNE IN . . . TEXACO STAR THEATER starring JIMMY DURANTE on television, Saturday nights, NBC.

LETTERS

THOUGHTS ON TJ: My first copy of TOWN JOURNAL arrived today. Congratulations! It's splendid. The paper, the print, the ads, the whole make-up are interesting and satisfactory! Although I have always lived in a city, I subscribed to *Country Gentleman* for years. . . .

Meadow Lakes, Calif.
Mrs. F. J. Schwankovsky

• • TOWN JOURNAL is truly a family magazine. We have a daughter, soon in her teens, and a son, 16; they are both very much interested, too.

Leland, Iowa
Mrs. Lloyd E. Frowick

• • TOWN JOURNAL is the perfect magazine for non-farming country dwellers. . . .

Cambria, Va. ***Mrs. Herman Price***

• • My family had been readers of *Country Gentleman* for many years; the September issue of TOWN JOURNAL was our first. The many interesting articles make me want to be a steady reader. . . .

Bolivar, Mo. ***Mrs. Johnny Pursley***

• • TOWN JOURNAL is one of the world's best. No fooling. You specialize in publishing inspiring and uplifting truth; advertisements are on a high level and of the kind people need and ought to read. Congratulations on publishing a superior magazine. The world needs more like it.

Sparks, Nev.
Oliver F. Hansen, Bishop
Church of Jesus Christ of Latter-day Saints

RATE YOUR TOWN: The 12-member steering and study committee of the Vandalia-Butler township area ten miles north of Dayton read your story on Starke, Fla., [September] with intense interest.

We're proposing a meeting to set up an area council for community improvement with delegates invited from all organizations in town—including Lions, Sertoma, garden clubs, the Chamber of Commerce, churches and schools.

We will distribute the TOWN JOURNAL questionnaire to prospective delegates in advance and tailor it at the meeting to the special needs of the Vandalia-Butler area.

Dayton, Ohio ***Hamilton Webster***

Copies of the "Do You Dare Rate Your Town" questionnaire, already used successfully in hundreds

(Continued)

EVERY GOOD DOG DESERVES

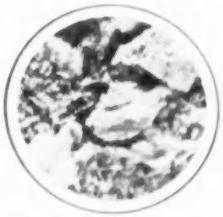
A LONGER PRIME OF LIFE

Start your dog on his way today with

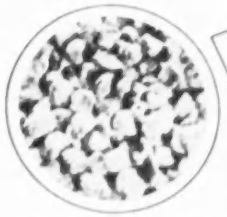
New Homogenized Gaines Meal

Eyes bright, spirits high, energy bounding—*living proof* of the sturdy good health you can look for just 30 days after you start your dog on Gaines. It alone contains every food essential your dog needs for *guaranteed uniform nourishment*. Feed New Homogenized Gaines Meal. It's rich in meat protein with the flavor that dogs love. Help keep your dog healthy and happy longer—the way you want him always—*in the very prime of life!*

SEE THE DIFFERENCE



Most other dog meals are largely flake-and-powder mixtures; nourishment not uniform, often pasty when wet.



Homogenized Gaines consists entirely of clean, uniformly nourishing nuggets. Mixes easily, can even be fed dry.

NOURISHES EVERY INCH OF YOUR DOG!

A Product of General Foods

FOR QUALITY PROPERTY INSURANCE, SEE YOUR HOMETOWN AGENT!

the bill came to $2,042,803,288

(Over two billion dollars)

paid by THE HOME

When it comes time to collect, you realize the value of good insurance.

Many thousands of people—homeowners, businessmen, farmers—have made this discovery about The Home Insurance Company. Through the burning of cities, windstorms and other disasters, The Home has paid—big losses and small—promptly and fairly.

The value of the services of The Home can be measured by the size of the bill—over two billion dollars paid out in losses since 1853.

Equally important have been the human, devoted and skilled services of the agents of The Home. Without them, this record could never have been attained.

For your protection, it's wise to see your own Home agent.

THE HOME

ORGANIZED 1853

Insurance Company

Home Office: 59 Maiden Lane, New York 8, N. Y.

FIRE • AUTOMOBILE • MARINE

The Home Indemnity Company, an affiliate, writes Casualty Insurance, Fidelity and Surety Bonds

A stock company represented by over 40,000 independent local agents and brokers

Letters

(Continued)

of towns, are available to all civic-minded organizations at $1 per 100. Address TOWN JOURNAL, *Washington 4, D.C.*—Editor

WRONG STATE: *Straight from Washington* [September] said: "Most discussed Democratic Vice Presidential candidates are two Democratic Governors—Clement of Kentucky and Meyner of New Jersey." You meant Clement of Tennessee, didn't you?

Madison, Tenn. ***Carl K. Ross***

Yes, we sure did.—Editor

TEACHING CAREERS: You have displayed rare courage in publishing "I'd Still Choose Teaching" [September]. If other publications would give the public the truth on this subject, there'd be more happy teachers and the kids would get a better deal.

While life may not be a bed of roses for the teaching profession, there certainly is far too little truth in the highly efficient tear-jerking propaganda that is served the public day after day on this subject.

Cordova, Ill. ***Harrison I. Turner***

• • Has Esther Casey another pair of those rose-colored glasses she was wearing when she wrote her article? I'm one of those teachers she couldn't seem to find. . . .

I have an A.B. in Education from the University of Kentucky and 16 hours toward a master's degree. This is my ninth year of teaching (high school). My monthly check, with taxes subtracted, is $200.03. I get this for nine months. . . . If I teach until I'm 70, I may retire. But I don't think I'll manage to have the pleasant life Mrs. Casey visioned and I doubt that I'll travel far on my $50 a month.

I, too, recognize the intangible rewards, and realize that I'm helping train the citizens for next year's world. I supply my own bread and meat . . . but I'd like some dessert, too!

Lancaster, Ky. ***Iona Montgomery***

HOME GROWN: Herb Pike should have traveled more in his own country before going to Russia [September]. On our own Florida Keys are grown "banana melons," long and yellow with a delicious banana flavor. Come down about August some year and try ours, Mr. Pike.

Miami, Fla. ***Mrs. Charles E. Curry***

In writing to the editors, address TOWN JOURNAL, *Dept. E, Washington 4, D.C.*

"EQUIPPED WITH EATON 2-SPEED AXLES,

MY TRUCKS *ALWAYS* GET THROUGH"

. . . says milk trucker Donald Dakins, Hudson, Wisc.

DAKINS' GMC TRUCKS cover almost 140 miles every day—picking up milk from farmers along the route, delivering it to the Twin City Milk Producers Association plant in Lake Elmo, Minnesota. "Because of the dependable performance we get from Eaton 2-Speed Axles," says Mr. Dakins, "we make our trips quicker and give farmers good, regular service."

DEALER GUS GLASRUD, who operates Public Service Motors, Inc., Stillwater, Minnesota, sold Mr. Dakins his two GMC trucks. "Eaton 2-Speed Axles are a must in this kind of country," says Mr. Glasrud. "My customers *know* what Eaton 2-Speeds can do under really tough conditions—I seldom have to show them. I've sold more than a hundred Eaton-equipped trucks, and never had a complaint."

"DURING FIVE YEARS of rugged driving, every truck I've owned has been equipped with an Eaton 2-Speed Axle—and for good reason," says Mr. Dakins.

"We do most of our hauling over steep country roads. At least half the year conditions are bad—snow and ice in the winter, slippery mud in the spring and fall. Sometimes, even with the Eaton Axle, we think we'll never get through. But we always do.

"It's Eaton's wide gear range that does the trick. With the Eaton 2-Speed I get the gear speed that gives needed traction. I'm never stuck. That takes the strain out of hard driving, saves plenty of time on deliveries.

"Maintenance savings are big, too. I've never had a breakdown with an Eaton 2-Speed—wear on the truck motor is much less. What's more, I save about 10 per cent on fuel costs each year."

Truckers everywhere are getting better performance at lower cost with Eaton 2-Speed Axles. See for yourself—ask your truck dealer for a demonstration.

EATON

EATON MANUFACTURING COMPANY, CLEVELAND, OHIO

2-SPEED TRUCK AXLES

MORE THAN 2 MILLION EATON AXLES IN TRUCKS TODAY

PAR

PROJECT ADEQUATE ROADS: Substandard, overcrowded roads slow the movement of essential products, make traveling dangerous. An adequate, safer road system is of vital interest to *everyone*.

At the Set . . . or by Remote Control

Stations change Automatically

PHILCO

Top Touch Tuning

TOUCH! THERE'S YOUR STATION . . . PHOTO-PERFECT

SHARON KAY RITCHIE "MISS AMERICA" 1956

The amazing Philco Top Touch Tuning System is *up top* and *up front* where it's easiest to reach. No more groping for awkward tuning knobs. A touch turns the set on. A touch changes stations. A touch turns it off. It's all automatic—and only Philco has it! And for just $10 Philco gives you the very last word in convenience—automatic Remote Control. You can operate your new Philco from across the room. Just touch the handy little control center and change stations without ever moving from your easy chair. Equally exciting is the new Philco Photo-Perfect picture . . . a miracle of television clarity . . . vivid, sharply-etched realism. See the exclusive Philco "Miss America" (Model 6126 above), striking 24-inch console with Top Touch Tuning. Philco offers you a wider choice of decorator models than any other TV manufacturer—styled and priced for every room, every budget.

Prices and specifications subject to change without notice.

AUTHORIZED PHILCO Famous for QUALITY the World Over DEALER

Buy only where you see this sign, for guaranteed Philco quality and service.

If you don't know what the newly merged AFL-CIO has in mind for you (and most people don't) you won't have to wonder long. Countryside America is next on the list for the

NEW LABOR UNION PUSH

By Victor Riesel

The author, columnist for 187 newspapers, is America's best informed and most outspoken labor writer.

SOON the voice of the union organizer, the crunch of his auto caravans, the bark of his mobile loud speakers, the radio voices and television profiles of his college-bred lieutenants, and even his propaganda-bombarding aircraft will be heard and seen throughout the towns of rural America.

Labor is marching out of the big cities—onto the highways, the crossroads, up the rivers, deeper into the South and Southwest, seeking new members. Labor, truly, is heading for its big roundup—the workers who raise the food, pick the fruit, the sugar, the cotton, and tend the cattle and sheep which feed and clothe America.

They'll fire the opening gun next month

This is no idle talk. At 10 a.m. on December 5, in the National Guard Armory at 34th St. and Park Ave., in New York City, the AFL's 11,000,000 members will merge with the CIO's 5,000,000. Some 1,200 delegates will be called to order by George Meany, the president of the new American labor movement, the "AFL-CIO." On the platform will be Walter Reuther who will have served as president of the CIO for almost three years to the minute as it goes into history.

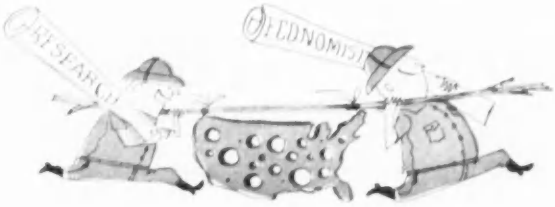
Mr. Meany will gavel in a new era that morning. There will be talk and thundering resolutions—and it would behoove the nation well to listen. For these men mean what they say. Never before has there been a labor movement so great, so prosperous, so well organized, so carefully planned, so well padded with economists, researchers, and money as this new "AFL-CIO."

Target will be 20,000,000 "unorganized"

And it has plans. It cannot burst into American history with such fanfare and then stand immobilized after the initial convention. It will be launched under the slogan of "Organize the Unorganized"—sign up the 20,000,000 non-union workers in the fields, the farms and the offices of America. It will make that slogan come alive among cotton pickers, bank clerks and gas station attendants on the Main Streets and crossroads of this nation.

Will all these drives have political overtones?

They must. One thing is as natural in this business as onions on a hamburger. You don't send union organizers into a new territory for a hard-hitting sign-em-up drive, without trying to win a political support in the community. Detroit and Michigan wouldn't be a New Deal combination today, despite an actual Republican majority, if Walter Reuther



UNION brain-trusters say it's in the bag.

FIRST THING after merger . . .

. . . they'll put the bite on their 16,000,000 members.

UNION PUSH is out to get 40 to 60 million votes in next year's election

didn't go in for building a terrific vote-getting machine. Now he can virtually write his own ticket there.

There are plans to raise $1 a man from each of the AFL-CIO's 16,000,000 members for this new unionizing drive. There may never be $16,000,000 in this kitty, but there will always be more than enough. And there will always be new drives and new plans.

Special drive aimed at South

Already the powerful AFL construction trades, without which few turnpikes, office buildings or suburban homes can be built anywhere, has distributed a map showing just where "down South" it plans to unionize as soon as the AFL and CIO merge.

Recently its leaders—among whom are the few AFL chiefs who have been close to the White House—sent a bulletin to their members, alerting them for a Southern drive:

"We think this is an appropriate time to survey this region for many reasons," said the bulletin. "Too often some of our unions have clung to the pre-war belief that the South was destined to remain a 'jack rabbit country' or merely a 'cotton pickin' section.' Consequently the South has not received the attention from our unions that the facts merit.

"Another reason for calling your attention to the South is that the forthcoming merger of the AFL and CIO will probably see a revised organizational campaign with more attention directed toward the South . . . which has an almost year-round building season."

Construction workers lose many pay days "up North" when winter freezes things over outdoors. Any territory where the weather permits year-round work would be a union man's paradise. So they are heading South.

Rough times on the river

Some of them are there already. They are organizers dispatched by a labor headquarters which is unknown to many labor chiefs themselves. Its headquarters is in St. Louis, near the Mississippi—for its job is to unionize that folklore-laden river, and all the other rivers which have ports.

I introduce you to the new Rivers Joint Organizing Committee of the AFL and CIO—a year old, just about now. It jumped the gun and got AFL and CIO unions into one outfit long before the merger. It sent its staff members up thousands of miles of rivers to meet ships' crews and try to sign them up. This being river work, there was some shooting here and there as captains and ship companies armed their small craft against the "invaders." One river organizing unionist had lead pumped into him during a stoppage at Cairo, Ill. And there were other strikes, too.

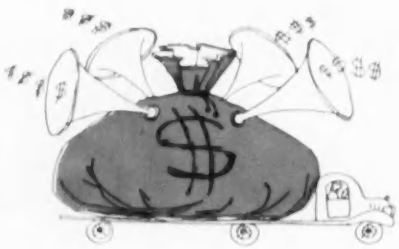
Despite gunfire, the committee has signed up seven companies—though one outfit decided it had "had it" and sold its boats. There are still 25 non-unionized shipowners whose vessels ply the rivers of our land. The Rivers Joint Organizing Committee of the AFL-CIO says it has just begun its work on "the fastest-growing freight system in the country."

Farm workers are next on the union's list

No handful of unorganized workers will escape the sharp eyes of the organizers and the researchers who daily scan the country and its out-of-the-way non-unionized territory. Somewhere on the desks or in the files of George Meany and Walter Reuther there is today a detailed 13-page blueprint of the unionizing of farm workers on the 71,328 large-scale farm units in America.

A staff of 15 chief organizers, skilled in the tactics and techniques of unionizing rural workers, is standing by wait-

MERGED UNION hopes to nick all members for an extra buck—$16,000,000!



THEY'LL PUSH in your direction with sound trucks . . .

. . . with airplanes and lots more to "organize the unorganized."

ing for word from the merged AFL-CIO. They'll need more than words; they'll need money, auto caravans, loud speakers, radio broadcasters—for it's a sure bet that they'll hit many roadblocks as they go into the open spaces. But it's another sure bet that they will get the money to build up the small National Agricultural Workers Union, now led by a veteran from Arkansas, H. L. Mitchell. This union wants to go after the "corporation farms" in the South and Southwest as the basis for its drive.

The AFL-CIO will be interested. It must. Agriculture is America's largest industry. Almost 14% of the nation's people live on farms. A recent census revealed that 2,156,000 non-farm owners worked on farms for 25 days or more in one year. The permanent farm labor force in America totals 1,292,000—quite a goal for any union organizer.

And a goal they are. They are the major targets for the AFL-CIO. The blueprint for the drive traces the history of farm unions—right from the union of ex-slaves who organized themselves into a sugar cane picking union in Louisiana in 1879 on to today's locals of cow milkers signed up by Dave Beck's Teamsters, in California and Connecticut.

Here's what a farm strike could do

The report has some fascinating things to say about the power which will sprout out of a big national farm laborers' union.

"When a majority of workers in an area of agricultural production are effectively organized they have much more economic power than workers in an industry," says this plan of Mitchell's.

"In industry a plant may be closed by a strike and the manufacture and sale of a product postponed temporarily. However, in agricultural production an effective work stoppage can mean an employer might lose a year's investment in a crop. Therefore, such economic power must be used only as a last resort. All agricultural strikes are won or lost very quickly and they should not be permitted to last longer than 30 days. . . ."

With the stakes so high and the time so short in every farm labor sortie, and feelings so intense on both sides, it is easy to see the possibility of strife as the countryside, unaccustomed to the specter of unionism, tries to repel the "invader."

The ranchers and the "corporation farm" executives will not be alone under the barrage of the new unionizing drives. There are complex pipeline systems transporting chemicals, oil and gas across country. These are being eyed by the labor researchers and organizers, too.

Union buttons for store clerks

There are suburban shopping centers—sprouting across the land as the big department stores eagerly follow the migration to the ever outward-bound communities which "satellitize" our big cities. So where there are modern suburban stores, there are teams of organizers at work.

But leave it to pile-driving Teamsters' chief, Dave Beck, to go all this one better. He and some of the other labor chiefs are not really waiting for the merger. They've been signing mutual assistance pacts. The Teamsters and the AFL Meat Cutters and Butcher Workmen's Union have a joint organizing committee—and they've gone after duck farms, fertilizer plants and cattle handlers.

Teamsters, machinists have made a deal

The Teamsters have also signed a pact with the powerful 850,000-member AFL International Association of Machinists—and their squads are out in the field right now. Soon these teamster-machinists organizing teams will hit the cross roads—literally.

Almost unnoticed by the public, this drive was formally launched on Tuesday, September 13, when Beck and Al J. Hayes, head of the Machinists, signed a "Letter of Understanding." This pact, signed as formally and seriously as any international protocol, sets up a national headquarters in Washington for a campaign to unionize the automotive field from the salesman to the gas station attendant, the oil-smudged mechanic, the tire and battery shops, parking lot attendants, etc.

The agreement between two influential unions, with a total of almost 2,000,000 members, is aimed at enrolling at least 1,000,000 recruits to unionism. The jurisdiction is split right down the middle. The Machinists will take the back of the garage—the mechanics and their helpers and apprentices—while the Teamsters take the up-front proletariat—the pump attendants, the car washers, the tow-car drivers and, of course, the salesman.

For an inside view of what's to come, just read this

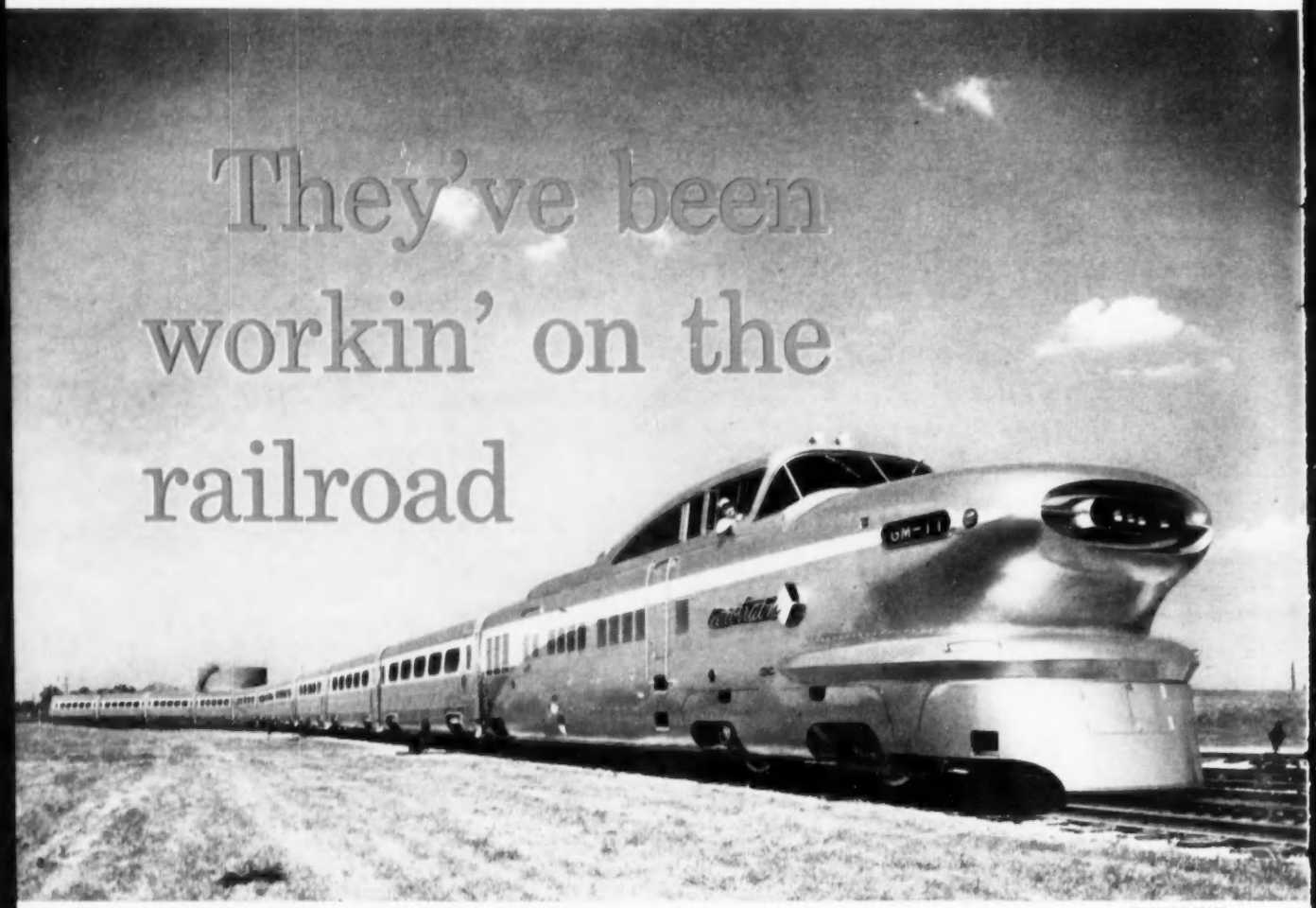
(Continued on page 101)

THEY'LL SEEK PROSPECTS on farms, ranches and pipelines—in stores, filling stations, auto agencies, garages and offices to swell their ranks another 20,000,000.

DRAWINGS: ELLIOTT

THEY'LL CONTROL an awful lot of votes! and our way of living and doing business, too?

They've been workin' on the railroad



GENERAL MOTORS

THE NEW "AEROTRAIN" by General Motors is essentially a series of expanded bus bodies.

Those "trains of tomorrow" are here! Look (below) where they will be running next year—and read why they'll win passengers

By Clyde Hostetter

FASTER, smoother . . . *and cheaper!* That's the good news about train travel this fall. The railroads are grooming a series of fast (over 100 mph) lightweight trains that are speedier and more comfortable than streamliners now in service. What's more, you'll be able to ride them as cheaply as a bus! Conventional trains are having new extras added, too, to give you more convenience and comfort without extra cost. It's the one-two punch the railroads are counting on to win back passengers from the buses and airlines.

Let's look at the new lightweight trains first. They aren't just "drawing-board dreams." They're built or building, and soon will take over existing train schedules.

The Pennsylvania Railroad will test-run a lightweight this month, probably between Pittsburgh and New York.

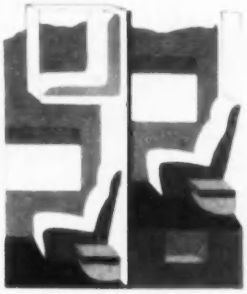
The Rock Island will start a lightweight on a Peoria-Chicago run next month.

Both the New York Central and the New Haven railroads are planning East-Coast runs with lightweight trains starting early next year. Additional sched-

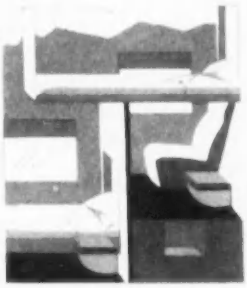
ACF INDUSTRIES, INC.

REVOLUTIONARY "TALGO" proved itself in Spain, and an American version will soon start service between Chicago and Peoria. Its low, lightweight coaches (below) "bend" around sharp curves, eliminating lurch and sway. Its economical operation could lead to reduced fares.

WIDE WORLD



DRAWINGS SHOW the "Siesta Coach" by day (above) and prepared for sleeping (below). Two-level seating saves space. Each of the units has individual heating and cooling controls.



BUDD COMPANY

"SIESTA COACH" (above), built by Budd, is designed to give coach-fare passengers private sleeping space at a slight extra charge. Each unit includes washstand, toilet, full-length mirror and foam-rubber mattress.

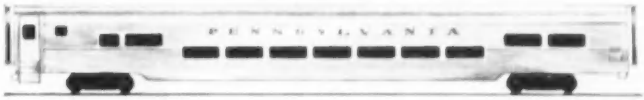
ules likely by the end of next year: Chicago-Denver, Minneapolis-Houston, Chicago-Detroit, maybe Chicago-Kansas City. There's a good chance West Coast passengers will ride the new lightweights before long from Los Angeles to San Diego, and Bakersfield to Oakland.

What's so different about the new lightweight trains? Well, first of all, they have a "sports car look." Though four manufacturers are selling different versions, they're all built closer to the roadbed, with faster pickup, more speed, better riding on curves, and more power per pound. Just as important, they're half as costly to build and half as expensive to run and maintain.

Train by train, here are the facts:

The Rock Island Jet Rocket. (The New Haven has an identical train ordered from American Car & Foundry for delivery early next year.) It's an Americanized version of a radically-different Spanish train, the Talgo, that's been attracting railroaders' attention

(Continued on page 92)



LAWRENCE S. WILLIAMS

"TUBULAR TRAIN," soon scheduled for service by Pennsylvania Railroad, features the safety of a steel-tube design and a low center of gravity for comfort on curves. The two-level seating plan allows an interesting interior arrangement with a smoking lounge in each car. Coaches are 40% lighter and two feet lower than the old ones.

THE BULL IS FLYING

DRAWING: GIFFORD RISER

A revolution is broiling that will mean milk, butter and cheese in abundance. It's good-by bull, on our dairy farms

By Richard C. Davids

THE dairy bull—that pawing, bellowing mass of muscle and malice, villain of our farms and nightmare of town picnickers—is disappearing from the American scene.

Shouldering him out is one of America's fastest growing industries—artificial insemination. It's one of the most significant developments in the century of agriculture.

To town people it means dairy products in abundance. And that's important. Because our dairy surplus is disappearing fast, may be gone by the end of the year.

By 1960 we're going to need 4½ billion extra quarts of milk yearly to feed bumper crops of babies and—thanks to spectacularly successful advertising by dairy farmers themselves—a nation of adults who show signs of starting on a giant milk binge.

That's a tremendous increase to expect of U.S. dairymen. But because of better cows resulting from artificial insemination, they'll deliver it to the nation's doorsteps, without increase in price.

All this with added safety for everyone (dairy bulls gore to death 300 people a year, maim 6,000 more).

Today thousands of farm kids are growing up with little more knowledge of bulls than of dinosaurs. A fifth of America's dairy farms have shipped the bull to the butcher—and that's just the start.

The genius of artificial insemination is that really fine bulls can extend so much further. From the one-in-a-million bull who passes on to his daughters great milking ability, semen can be extended by mixing it with milk or egg yolk and then dividing it.

For every one calf he could sire before, now he can beget a thousand! And now that semen can be frozen, he can sire calves *years after he's dead.*

Just a few bulls, safely kept in a stud whose only business is artificial breeding, now can serve a whole neighborhood or a whole state.

As long ago as 1322, an Arab chief is supposed to have inseminated his mare with semen stolen from a rival chief's famous stallion. An Italian experimented successfully with chickens in 1780, and the Russians bred cows artificially in the early days of collective farms.

But it was the Danes who changed artificial breeding from a laboratory experiment into a profitable business. In 1937, Prof. Enos J. Perry, a New Jersey scientist at Rutgers University, visited the lonely island of Samso off the Danish coast, where he stumbled onto a little trial co-op in artificial breeding.

Hurrying back home, he told a handful of farmers about it at a night meeting in Hunterdon County, N.J. Before the meeting broke up, they asked Perry to cable Denmark for a scientist, and even decided to gamble $500 of their own money for his wages and expenses.

Inside of a week he had arrived and in six months a co-op patterned exactly after the little Danish co-op was in business with a hundred members, a thousand cows, and a bull with the unlikely name of Alice as master of the harem.

Farmers everywhere wanted to know more. There were rumors, "Cows get mean, dry up." "Every calf's a bull." Scholarly Professor Perry got leave from Rutgers Extension Service to fill speaking dates from coast to coast. He never talked like a crusader; facts, he said, are better than argument. Milk simply had to be produced cheaper; farmers were getting barely 2¢ a quart in those days.

Many farmers were reluctant. Some feared losing their market for young purebred bulls (as they have to a degree). Others said that a farm's no farm without a bull.

Nevertheless, co-ops swiftly sprang up in Wisconsin, Minnesota and Mon-

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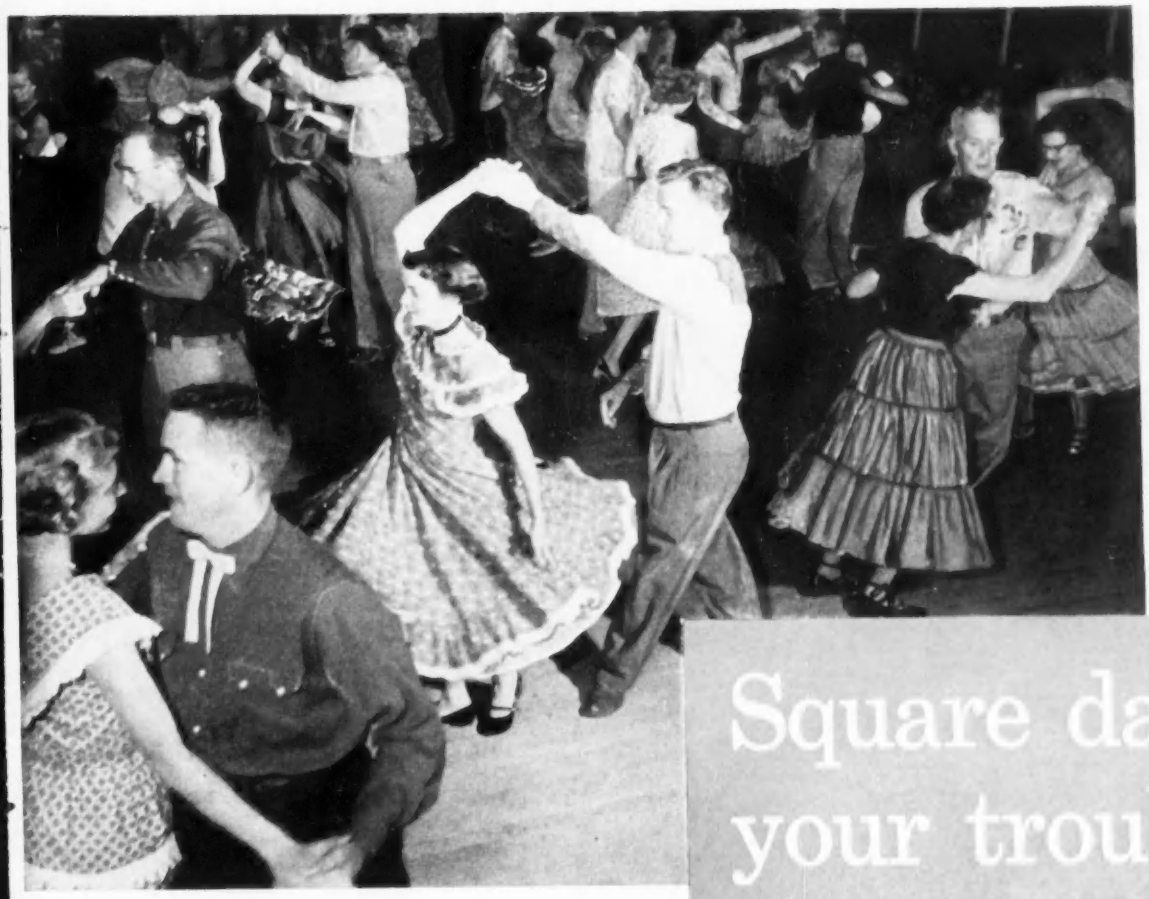


PATTERSON, BLACK STAR

Square dance your troubles away

Here's how to get started in your town

By Don Cunnion

SQUARE dancing has come off the farm and is swinging its way across the land.

It's fast becoming a leading form of family recreation everywhere.

But it's changed. It's not so wild and woolly as the traditional rural version once was. Emphasis is more on the figures of the dance—rather than on a test of endurance.

(Those jigging square dancers you see on television aren't typical. That's just exhibition stuff.)

The new dancing thrives in neighborhood square dance clubs, and they've sprung up all over. They range in size from four couples who meet in somebody's basement, to groups of 100 or more who hire a hall for weekly hoedowns.

Altogether, these clubs have some 3,000,000 members. There are many more who square dance regularly without belonging to any organized group.

What's so fascinating about square dancing? Many things, judging from the devotees' comments.

"It's relaxing. Gets my mind off my troubles."

"It's an opportunity for my husband and me to go out together and really enjoy ourselves."

"Even counting the soda pop and pretzels, we spend less than $2 in an evening (not counting baby sitter fees, that is)."

"We meet so many fine people. Square dancing is a great 'mixer'—so different from ballroom-type dancing."

And so it goes. There's something about the rhythm of square dance music and the dancing itself, together with the need to concentrate on the calls, that leaves no room for workaday worries.

In this new square dancing, the general rule is "no liquor allowed." Alcohol and square dancing simply won't mix. Actually some reformed alcoholics find that square dancing helps keep them on the wagon.

If you don't know how to dos-a-dos and allemande-left, easiest way to learn is to sign up for instructions at a square dance class. That's what most folks do.

These classes are operated usually by professional or semi-professional callers. Attend a beginners' class for 8 or 10 weeks and you'll be able to hold your own. Get your friends to join, too, and you'll soon have your own club.

That's how the 100-member Wenonah Square Dance Club of New Jersey got started. A group of neighbors first took lessons at the Legion hall. Now they meet every other week, with mem-

(Continued on page 84)

Trees can cut your

NATURE'S TREASURES are found in abundance at the J. J. Shepherd Memorial Forest, Pembroke, Mass. Mrs. W. P. McIntosh and neighbor, Charles Gassett Jr., tell David and Robin McIntosh about toadstools. College student Gassett studies nature as a hobby.

taxes

—and give you a better town besides. Nearly 3,100 communities now own "forests"; maybe yours should, too

By Peter Farb

LITTLE Pembroke, Mass., 35 miles southeast of Boston, isn't struggling quite so hard with unbalanced budgets, lack of recreation areas and juvenile delinquency as most other towns.

Thirty-one years ago Pembroke took over 100 acres of neglected land and planted it in pine and spruce. The land was worth only a few hundred dollars at the time and "good only to hold the weeds in place."

Now ten acres of the forest provide space for recreation—Little League baseball, an annual horse show, church picnics; youth groups use the forest for hikes and nature study, and there is good fishing in the pond. Instead of being a burden to the taxpayers, this small forest in now yielding a harvest of timber worth a couple of thousand dollars a year. The forest so unquestionably has made Pembroke a better place to live that last spring's town meeting voted unanimously to find suitable land for several town-owned forests.

There are nearly 3,100 other communities in 46 different states which also have found forests good to own. These forests cover about 4,500,000 acres—an area almost as large as New Jersey. And they are increasing at the rate of 100 a year. They range from a five-acre school forest in Arkansas to Seattle's 67,000-acre forest watershed in the ruggedly beautiful Cascade Mountains. This cost Seattle a million dollars to buy and develop but has paid for itself in timber sales.

New York has some 725, Michigan 478 and even little Rhode Island a half dozen. Ohio has more than 100, planted not to produce revenue but for recreation and for erosion and flood control. The vast network of roots in a forest floor soaks up heavy spring rains like a sponge and helps check erosion and flooding.

Chicago is ringed by a chain of green on the west and north, within easy reach of streetcars, buses and the elevated. Here city residents find so many animals, birds, flowers and trees that a 35-page guide has been prepared to identify them.

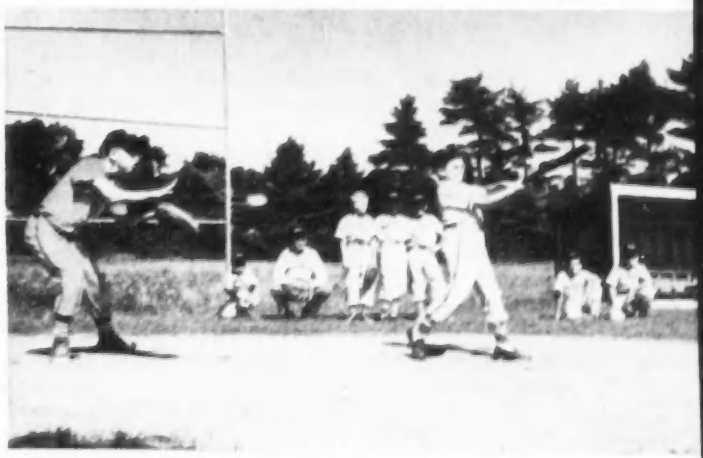
All this has been accomplished without the backing

(Continued on page 106)

WESTERN STYLE HORSE SHOW, staged by Veterans of Foreign Wars, is one of many organized events held at forest.

COOL AND COMFORTABLE picnicking is afforded Mrs. Robert Shaw and her friends during summer's hot, sticky months.

PHOTOS: HARRIET ARNOLD



LITTLE LEAGUE BASEBALL rates high among the non-cash dividends collected by local taxpayers from Pembroke forest.

What to do in case of . . .

a sudden heart attack

By John E. Eichenlaub, M. D.

YOU'VE seen heart disease strike all around you—it hits Presidents and paupers alike and is the nation's No. 1 killer.

Would you know what to do if it suddenly hit in your home? The chart on this page tells much of the story, but first you need to know something about the two main types of heart attack.

The first is called *congestive failure*. For one of several reasons, the heart muscle gives out under its load. Blood begins to pile up in the veins under higher and higher pressure. This makes it harder for the blood to return from the tiny capillaries all over the body; fluid gradually oozes from their stretched, straining walls. It is this fluid that causes the trouble.

When failure comes on gradually, most leakage occurs in the lower part of the body where vein pressure is highest. There is swelling of the ankles, enlargement of the liver (which then feels like a heavy lump in the right side), and perhaps enough free fluid in the abdomen to push the belt out a notch or two.

But in sudden failure, or when the patient lies flat, the many small capillaries of the lungs are likely to leak. Even a little fluid squeezed out into the delicate walls of the breathing surface makes it hard for oxygen to get into the bloodstream, and shortness of breath results. This soon leads into a vicious circle—not enough oxygen reaches the bloodstream, so the heart muscle gets less nourishment and can't pump as hard, leading to more congestion.

The most important thing is to get air into the victim's lungs. Since it is much easier to breathe deeply in the vertical position, he should be propped in a chair with pillows to hold him upright. Oxygen is invaluable in relieving the smothering, but in rural areas the chances of rapidly getting the necessary equipment to the home are slight. Because of this, it is generally

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Heart Attack First Aid

CORONARY ATTACK

SYMPTOMS	WHAT TO DO
Crushing Pain in Chest or Abdomen	Call Doctor Immediately
Shortness of Breath	Lay Patient Flat and Keep Him Warm
Dizziness—Faintness	Permit No Unnecessary Movement
Vomiting	Administer *Nothing* by Mouth
Facial Pallor	
Cold Sweat	

NOTE: *Any one or more of these symptoms may be absent in a coronary attack.*

CONGESTIVE FAILURE

SYMPTOMS	WHAT TO DO
Shortness of Breath	Call Doctor Immediately
Swelling of Ankles	Upon Doctor's Advice, Either Summon Ambulance or Rush Patient to Hospital
Soft Rattle in Lungs	Keep Patient Propped Up
Bluish Lips	
Dusky Skin	
Sensation of a Heavy Lump in the Right Side	

Mom's a good cop!

If you want safer school crossings, give her a uniform, good training and a salary. She'll take care of the rest

HEY, Copper, where's your gun?" boomed a voice from the cab of the 10-ton truck.

The police officer flashed the "voice" a fetching smile, watched the last six-year-old schoolchild step safely on the curb, then smartly gestured the huge cross-country van on its way.

The driver peered out the window as he rumbled past and exclaimed, "Wow! Cops have sure changed."

He was quite right. This traffic cop was wearing an official police uniform, trim and neatly tailored, but obviously and pleasingly feminine. She was a woman crossing guard—a blue-skirted version of John Law we'll all get to know and respect before long.

She represents what the Institute of Public Administration calls "a major police development"—specifically, the widespread and growing use of adults, chiefly housewives, as paid, part-time school crossing guards.

They're one of the best solutions yet to problems of traffic safety that have developed on our antiquated roads as a result of the postwar boom in schoolchildren and motor vehicles (up about eight million and 27½ million respectively).

The ranks of part-time traffic police have been growing so fast that statistics-gatherers haven't been able to keep up with them, but in a recent check made by the American Automobile Association of 1,583 cities of all sizes, 638 were using adult crossing guards.

More towns, especially the smaller ones, should look into the benefits of putting Mom in uniform, paying her a salary, and posting her at busy intersections, Franklin M. Kreml, nationally known for his work with the policemen's Traffic Institute at Northwestern University, regards this trend as "a great, good thing."

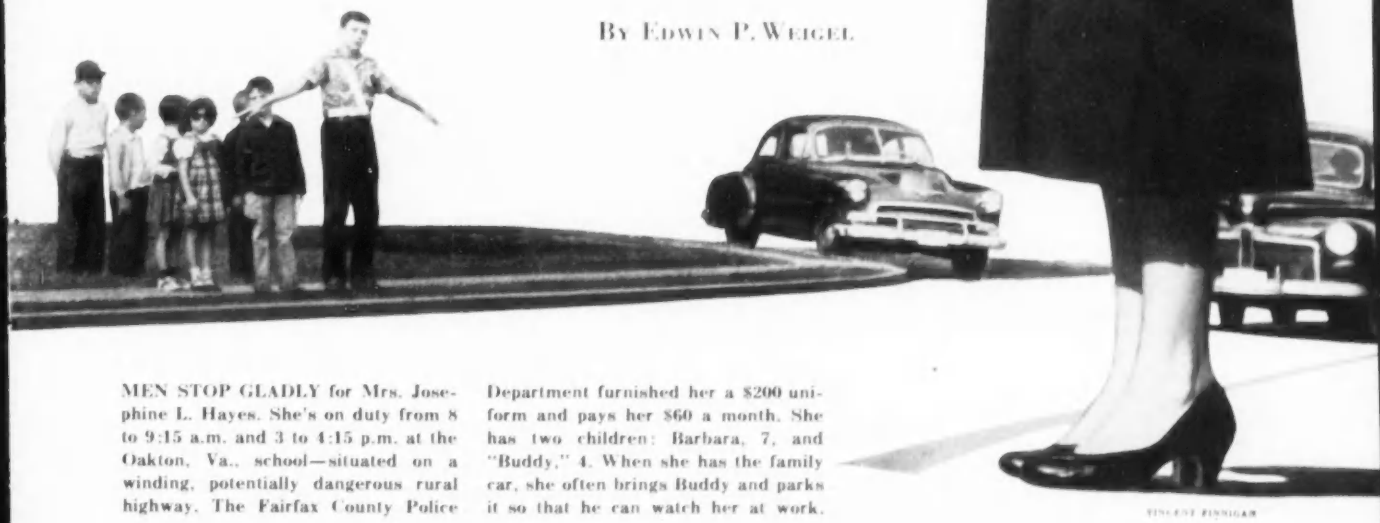
"It's perfectly ridiculous," he says, "that so many communities still tie down their expensively trained patrolmen at school crossings."

In many communities, including the nation's capital, all adult school crossing guards are women, and the trend everywhere is definitely toward skirts rather than pants.

Why? Because police chiefs have discovered that, with proper training,

(Continued on page 88)

By Edwin P. Weigel



VINCENT FINNIGAN

MEN STOP GLADLY for Mrs. Josephine L. Hayes. She's on duty from 8 to 9:15 a.m. and 3 to 4:15 p.m. at the Oakton, Va., school—situated on a winding, potentially dangerous rural highway. The Fairfax County Police Department furnished her a $200 uniform and pays her $60 a month. She has two children: Barbara, 7, and "Buddy," 4. When she has the family car, she often brings Buddy and parks it so that he can watch her at work.

Disney may be a genius and king of the TV frontier, but at the studio...

Everybody calls him Walt

By Thomas M. Pryor

THE new world of fantasy, legend and reality which Walt Disney has opened this fall for children from six to sixty makes him the undisputed king of the television frontier. Indeed, the Disney legend may live in television forevermore, for it is doubtful that any other individual will approach the volume in programming which is now pouring from this amazing, unassuming man.

Sturdy Davy Crockett is reappearing in fresh Disneyland adventures, this time teamed with another fabulous gent named Mike Fink, king of the river. Their tangle with pirates on the Ohio and Mississippi in *The Great Keel Boat Race* is a feature of Disney's new nighttime show on the ABC network.

And the restless, energetic Mr. Disney also has a special hour-length program called *The Mickey Mouse Club*, which the network presents daily in the late afternoon, Monday through Friday the year around.

The Mickey Mouse Club is designed—as is just about everything Disney undertakes—to be educational as well as entertaining by providing information about the world around us—its people, animals, vegetation and mineral matter—and, of course, the realm of outer space.

A million and one ideas like these are bubbling in the mind of the 53-year-old farm boy from Marceline, Mo., who 29 years ago created a mouse which helped to broaden the horizon of movie making and today has carried Disney to heights unequalled even by the mighty P. T. Barnum.

The recently opened Disneyland amusement park in Anaheim, Calif., south of Los Angeles, is a mightier show than Barnum's great circus. It is a 60-acre oasis of fantasy, a multi-ringed circus, a world's fair and a projection of the rocket era in one.

Although Walt Disney was born in Chicago (Dec. 5, 1901), his boyhood was spent down on the farm and there he learned to love animals. Mickey Mouse, Pluto, Donald Duck, the Three Little Pigs, Jiminy Crickett and the rest may only be paper-and-ink characters to some folks; but to Disney they are intimate members of his family. His affectionate interest in animals led him into the experiment, highly questionable at first from the standpoint of economics, which has resulted in the ever popular *True Life Adventure* features like *Seal Island* and *The Living Desert*.

All that Disney touches does not automatically turn to gold. Indeed, some of his oldest and most admiring associates often shake their heads and say

(Continued on page 69)

PHOTOS: DISNEY STUDIOS

WINNING SMILES from Walt and wife Lillian. When the Academy of Television Arts and Sciences gave 1955 "Emmy" awards, Disney and Studio won several for "Disneyland" and "Operation Undersea."

WALT AND GRANDSON. Mrs. Disney snapped this unusual picture of Walt and grandson Christopher Disney Miller. Disney is eager to keep his homelife private and rarely releases family pictures.

DISNEYLAND. "It'll never be finished," says Walt of the 160-acre living story-book near Los Angeles, which already has cost $17 million. Over five million visitors are expected each year.

A "HOMEBODY." Walt spends most evenings and week ends at his $150,000 estate near Beverly Hills. Here he is with daughters Diane (who's married) and Sharon (a college student). The red barn is his workshop.

MICKEY'S MOUSKETEERS. Disney has a warm spot in his heart for the creature that made him famous. Here's a rehearsal for the new Mickey Mouse Club TV show. It may rival "Davy".

Plymouth Belvedere 4-door Hardtop Sport Sedan. 28 other all-new Plymouth models.

ANNOUNCING... AERO

Revolutionary all-new **Push-Button Driving**... a Plymouth

Fabulous all-new **Aerodynamic Styling**... bigger... longer... roomier

Sensational all-new **90-90 Turbo-Torque Power**... Top Thrust at Take-Off

including exciting new Suburban line of station wagons in three low price-ranges. Choice of engines—new Hy-Fire V-8 or PowerFlow 6

DYNAMIC PLYMOUTH '56

first in the low-price 3!

. modern as today's jet age!

. . swift, safe passing!

PUSH-BUTTON DRIVING

What it means to you. With a finger-tip touch on a button, you select your driving range. Easy as touching a light switch! Then PowerFlite fully automatic transmission takes over. It's the ultimate in driving ease. Your biggest thrill since your first car!

Here's color all

FOR DELICATE COLOR, try callicarpa, also known as beauty-berry. The lavender berries set from pink flowers, blooming in mid-summer.

PENDANT CLUSTERS of rich, red berries are only one of the dividends of the mountain ash. The fruit is preceded by batches of white flowers in June. The tree itself, reaching up 30 feet or more, fits neatly into most landscape schemes. Grows anywhere.

CONTRAST IS IMPORTANT. You can get it with the hardy snowberry. Its small clusters of wax-like berries are carried on droopy branches.

WINTERBERRY, or black alder, bears a profusion of Christmas-red berries which persist well into the winter months. A spreading shrub.

FIRETHORN, with its glossy green foliage and constant masses of color, takes kindly to pruning. It is easily shaped to your fancy. Train it against a wall—it'll reach 20 feet at maturity. Or keep it trimmed down to convenient shrub size. Berries hold on well.

winter

Brighten up your garden in the off-season with a few of these shrubs and small, neat trees

By F. F. Rockwell

DOES your garden go dead in autumn? Is all color gone after the first frosts have killed off the chrysanthemums and knocked the leaves off most of the shrubs?

You can remedy this with a few well-placed shrubs or small trees of the kind which produce colorful berries and carry them far into the winter. They'll brighten up the drab look your garden gets just before the snow or between snows. They'll look even cheerier when the snow is on the ground.

These plantings are not expensive. They need little care. And most of them will last for decades, growing more beautiful each year. Many of them provide excellent materials for flower arrangements.

Some of the choicest sorts are shown on the opposite page. But there are many others.

The barberries rate a high place among shrubs of this kind. Best known is the Japanese barberry, whose red fruits hold through the winter. Foliage is bright red in the fall months. Some kinds have variegated leaves.

The cranberry bush produces its scarlet fruit in late July. It grows best in northern areas. In the same family is black haw or stag bush (*Viburnum prunifolium*) whose lavender-pink berries turn darker as they age.

Winterberry is a name applied to several kinds of berry-bearing shrubs. Besides the one shown (*Ilex verticillata*), another good one is *Euonymous patens*. *Ilex glabra* also is known as a winterberry, but you're probably more familiar with it under the name of inkberry.

English, Chinese, Japanese and American hollies make fine winter shrubs, but they don't care much for Midwestern climate.

Coralberry is a red version of the snowberry shown. **End**

There's Still Time for your Church or Club to

have a Hammond Organ by Christmas

Free Booklet tells 49 Tested Ways to Raise an Organ Fund Quickly

This year, hundreds of churches, clubs, and lodges are looking forward to their loveliest Christmas programs, with a

new Hammond Organ to give power and glory to the music.

Yours can be one of them — easier than you think.

Send now for the free booklet offered below, and read over the novel plans used by others to raise an organ fund. You can raise a small sum now, get your organ — plan for the rest after Christmas. Cut out the coupon now!

Some Hammond Exclusive Features

Only Hammond has the Harmonic Drawbars that give you thousands of beautiful tones and variations at a flick of a finger.

Only a Hammond never needs tuning. Minimum upkeep. Little or no installation expense.

Reverberation Control on Console models adapts cathedral tones to any size room.

Church Model Hammond Organ — For the average to large church or auditorium. Other models for every need and budget.

Low as $135 down at most dealers for the Hammond Spinet (not shown).

HAMMOND ORGAN

CHOICE OF OVER 40,000 INSTITUTIONS

FREE: MAIL COUPON NOW

Hammond Organ Company, 4217 W. Diversey Avenue, Chicago 39, Illinois
Without obligation, send "49 Tested Plans to Raise a Church Organ Fund" and full information on the Hammond Organ. ☐ I would also like to arrange free showing of Hammond's new movie, "The Kind of Music You Want."

Name _____

Address _____

City _____ Zone _____ State _____

© 1955 HAMMOND ORGAN COMPANY 11

A DAPPLED FAWN with twitching ears makes an appealing picture for amateur cameramen. "Bambi" is always a hit with children.

The happy hunting grounds

For sportsmen now; the rest of the year for shutterbugs, picnickers and bird watchers

By Erwin A. Bauer

A PLACE where town people can "get out" and enjoy a little first hand contact with nature—where wild animals and plants get some chance to survive as people take over and settle more of the countryside—where hunters and fishermen are welcome and have some chance to shoot or catch something—where recreation opportunities abound to please all kinds of people—that would seem like Valhalla indeed.

Well, fortunately, there are a few states that are now providing such places. These public areas are largely populated by hunters at this season—happy hunters who aren't plaguing farmers—hunters who don't have to belong to an expensive club to enjoy good shooting. During other seasons, anglers, hikers, picnickers, bird watchers and camera enthusiasts take over.

The program in Ohio is one of the better ones and gives an idea of what's cooking in those states leading the way.

When hunting season opens in Ohio, hunters can sally forth, worry-free, in pursuit of everything from squirrels to deer and pheasants to wild geese, on a *half a million acres of land.*

There are no trespassing problems, no fees to pay. In a sense the hunters themselves are the landlords. For when a Buckeye hunter plunks down $2 for a license, he's buying a share in the Ohio Division of Wildlife, which acquires and manages a giant system of happy hunting grounds. It costs other taxpayers nothing, although they share in the benefits.

The lands are acquired in many ways—by lease, grant, and agreement with other public agencies—but the core of the program is land purchased outright by the Wildlife Division, using game license money.

Of this land, more than 27,000 acres are farmed—farmed for game—by full-time farmers hired by the state to raise feed for birds and wild animals.

The land that the Ohio Division of Wildlife buys is marginal and it's cheap. Some is hilly land that has been strip mined; some is eroded and farmed to death, some is soggy swampland.

Famous Magee Marsh along Lake Erie, for example, fell into disrepair and lost some of its value as an expensive private duck club. When the price was right, the state purchased it. Now, by official lottery, the ordinary guy with a shotgun can enjoy the extraordinary kind of shooting that's possible only in exclusive private preserves. Other marshes and wetlands have likewise been rescued from draining and turned over to hunting. These damp places always harbor large "crops" of game.

Development of these lands for better hunting has taken many forms. Large plantations of pine trees have been created to give ruffed grouse and deer shelter from raw winter weather (and hunters). Plantings of millet and smartweed in wet areas attract ducks and geese long enough for gunners to have a go at them before they fly south. Lespedeza is planted for bobwhite quail, various grains for pheasants, legumes and grasses for rabbits. Only the game is harvested.

Just the opposite has been done in northeastern Ohio's New Lyme Area where the Wildlife people have used the logger's axe, the bulldozer and controlled burning to thin timber enough to allow underbrush to grow. This harbors grouse, deer and snowshoe hares—the last just reintroduced after 50 years away from the Ohio scene.

Snowshoes aren't the only natives to return to Ohio's happy hunting ground. Now, after almost a century of absence, wild turkeys are again cavorting on the rugged ridges of southeastern Ohio, although there aren't yet enough for an open season. But Wildlife biologists, encouraged by the turkeys' progress, will try to re-establish prairie chickens at Killdeer Plains, once their natural home. Other exotic species, such as the giant yellow Reeves pheasant, will get a chance on southern Ohio hills when a sufficient brood stock is established.

There's always an attempt to have surface water on every area, so anglers can fish without fretting about closed seasons, creel or size limits on fish. None exists. A fishing license is a ticket for unlimited rod and reel sport.

The Delaware Area in central Ohio swarms with pheasants. On opening day, its rolling terrain suddenly comes alive with some 2,000 red-capped hunters, who retreat happily at sundown with at least 1,500 ring-necks, twice that many rabbits, and a few ducks. (On most areas hunters are required to register the

(Continued on page 48)

RIGHT UNDER FOOT, a ring-necked pheasant flushes before a hunter in Ohio's Willard Marsh.

MAN MADE DUCK PONDS on public grounds offer rich man's sport to "one-gallus" marksmen.

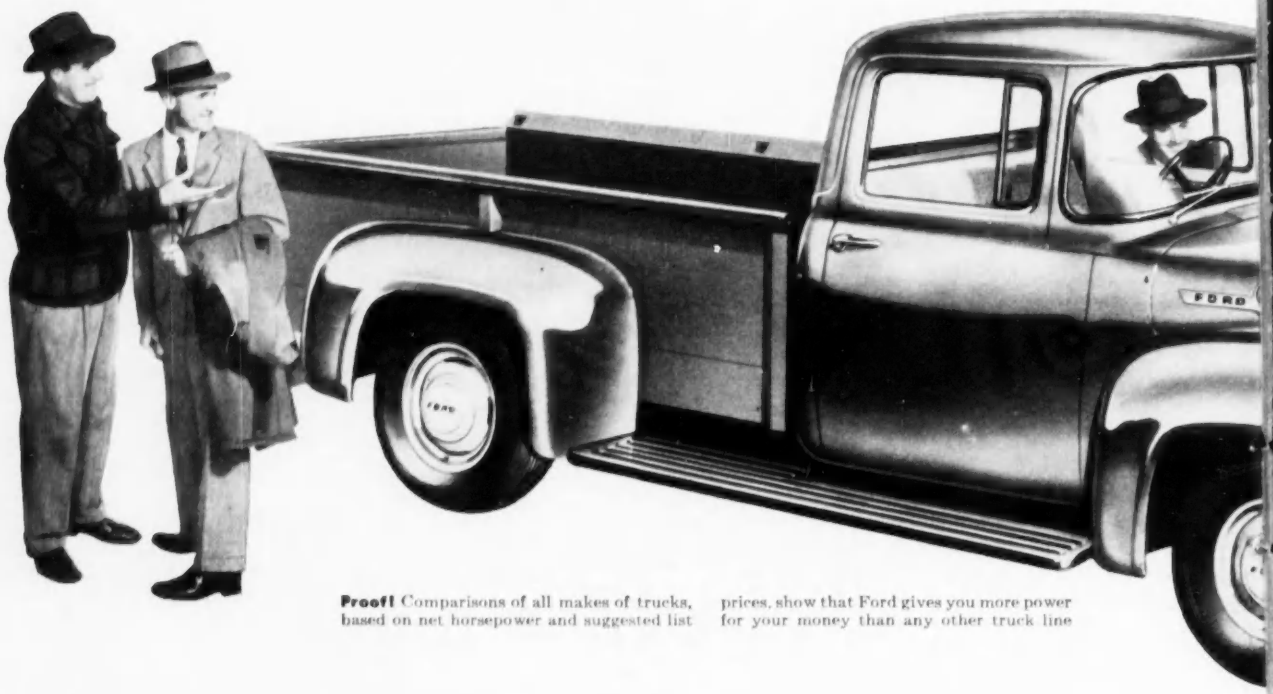
THIS STRING OF BASS shows that good fishing follows good hunting when experts run the show.

PHOTOS: OHIO DIVISION OF WILDLIFE

WILD TURKEYS, gone for almost a century, are again roaming the wooded hills of southern Ohio.

Powerful eyeful....NEW

Now! More horsepower per dollar



Proof! Comparisons of all makes of trucks, based on net horsepower and suggested list prices, show that Ford gives you more power for your money than any other truck line

Treat yourself to America's easiest

If ever there was a truck that was fun to drive, the new Ford Pickup for '56 with Fordomatic is it! More than that, Fordomatic gives you money-making advantages as well. It can pay for itself. Here's why!

"Fordomatic makes my delivery job a pleasure instead of a chore," as one Fordomatic owner puts it. Fordomatic handles the shifting automatically and lets you concentrate on the road. It saves *sixteen hand-and-foot operations for every traffic stop.*

But a truck is a money-making tool, not a pleasure vehicle. And Fordomatic helps you *make* more money and *save* more money in three important ways.

1. Fordomatic cuts maintenance costs. Since there is no conventional clutch in a Fordomatic Pickup, there are no clutch repairs. And Fordomatic's oil-filled torque converter acts as a "shock absorber" for the entire power train.

2. Fordomatic saves time! The elimination of sixteen hand-and-foot operations not only saves work, it saves time. Fordomatic has a big advantage in the sand or mud of off-road work. Fordomatic offers more starting power for faster getaway with full loads, and greater maneuverability in traffic.

3. Fordomatic improves trade-in value. The trend is to Fordomatic. Used-truck buyers will pay extra for its many advantages. Therefore you'll get more for your truck with Fordomatic when you trade it in.

Shift to the Fordomatic Pickup for 1956, and you'll never shift again. You'll get a modern Short Stroke engine at no extra cost. You have a choice of 167-hp. Y-8 or a 133-hp. Six.

You'll get the new DRIVERIZED Cab with full-wrap windshield and Lifeguard safety features. And you have a choice of a 6½-ft. box (standard) or an 8-ft. box at slight extra cost. *See your Ford dealer soon, for a "prove-it-yourself" ride.*

FORD TRUCKS for '56

than any other truck line!

There's no power like Ford Truck power for 1956! The engine line has now been expanded to include *eight* engines. Horsepower has been increased in *every* engine . . . with increases ranging up to 26% over last year!

And only Ford Trucks offer modern Short Stroke power in every model . . . Y-8 or Six . . . and at no extra cost!

In no other truck engine will you find the complete *combination* of sodium-cooled exhaust valves, self-sealing intake valves, solid cobalt chrome seat inserts, and other long-life features that you get in today's heavy-duty Ford Truck engines.

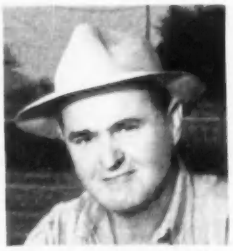
Ford Trucks are first with *safety first* in new DRIVERIZED Cabs! Only the '56 Ford Trucks give you safety features such as the new Lifeguard steering wheel and Lifeguard door latches. Safer tubeless tires are *now standard on all models*. New DRIVERIZED Cabs give you car-like riding ease.

Still greater payload capacities! For '56, Ford offers bigger payloads throughout the line. Payload ratings of heavy-duty models have been increased . . . some by as much as *one ton*.

driving Pickup...*with Fordomatic*

"It makes my job easier"..."It saves me money"...say Fordomatic owners.

"Fordomatic makes my job easier," says Peter Galletta, air-conditioning expert. "With Fordomatic I've said good-bye to all the work of shifting."



"My whole family prefers Fordomatic," says nurseryman Fred Nurge. "My truck is used for family driving too. Fordomatic has saved me money."

"Fordomatic saves time," assures faster deliveries, says pastry distributor A. Selinger. "Getaway is faster, I can keep up with car traffic, cut route time."

"I hope I never have to be without Fordomatic," says plumber Pat Ritchie. "Fordomatic is easier on tires . . . wheels never spin. It's a good investment."

"We've spent practically nothing for maintenance" (in over 2½ years), says florist Max Rapczyk. "Conventional trucks can't avoid drive line shocks."

Ford Triple Economy Trucks

Treat yourself to Fordomatic!

break up that "HEATER HUDDLE"!

GET "ROOM-to-ROOM" COMFORT

with a DUO-THERM "LIVING LEVEL" HEATER!

When cold rooms force your family into a "heater huddle" for comfort, it's likely your *ceiling* is getting the heat *you* want throughout your home.

A Duo-Therm Oil or Gas home heater with Power-Air blower puts this lazy ceiling heat to work to give you healthy heat from room to room. Exclusive Automatic Power-Air brings heat down to the "living level", circulates it by force to far corners. Saves you as much as 1 gallon of fuel oil out of 4.

Duo-Therm oil home heaters with exclusive *Dual Chamber Burner* give you clean, quiet heat—*more* heat from every drop of oil. Electric SELF-Lighter (optional) lights the fire, starts heater, then shuts itself off . . . automatically. Automatic thermostat available at low extra cost.

There's a wide choice of models at your Duo-Therm dealer's, from $64.95*. Take your heating problem to his *free* heating clinic.

Fully Automatic Oil or Gas Home Heaters

Imperial Oil Model 727-E. 53,000 BTU output, (3-5 room capacity). Brilliant new furniture styling in Platinum finish. Automatic Power-Air, SELF-Lighter, thermostat. Listed as Standard by Underwriters' Laboratories.

All-new Mayfair Model 1304, in beautiful new Sandalwood finish. Equaflame Burner burns a *blue* flame at every port. 43,000 BTU input (2-4 room capacity). Power-Air, All-In-One Control, thermostat. Approved by American Gas Association.

*Prices slightly higher in West and Canada

Nearly 3,000,000 warmly satisfied customers

DUO-THERM *Always the Leader*

Division of Motor Wheel Corp., Lansing 3, Mich.

Manufacturers of Duo-Trim Power Mowers, Duo-Therm Home Heaters, Water Heaters, Gas Incinerators.

© 1955

Happy hunting grounds

(Continued from page 45)

day's kill at checking stations and the data is used to guide propagation programs.)

There was danger in Ohio at one time, as in most other states, that one of America's most beautiful birds—the wood duck—would follow passenger pigeons and heath hens to extinction. Woodies naturally nest in hollow trees, so when the trees were cleared the ducks dwindled away. But thanks to an unprecedented Wildlife housing program (nesting boxes on every public pond or puddle) there are probably more wood ducks under Ohio skies than ever before.

Picnickers, nature fans, shutterbugs and bird watchers get their chance before and after the hunting season. They collect mushrooms and greens in springtime and nuts in the fall. And the vast expanses of unfenced land are perfect for holding field trials for sporting dogs.

A limited amount of trapping is possible on most of the areas, too, subject to regulations in effect throughout the state. And after dark, the countryside echoes with music of hounds as the coon and possum hunters arrive. There's rarely a dull moment.

There's mounting evidence that the happy hunting grounds have been as big a boon for Ohio farmers as for sportsmen. Once relations between the two groups were strained. Hunting pressure was just too great, especially around cities. But now the feeling has mellowed because the pressure is disappearing.

And all of this, remember, without costing the taxpayer a cent. The sportsman pays the bill through his hunting license. He benefits everybody—and is glad to do it. **End**

"The boss won't be in for a couple of days — he had dinner at my house yesterday."

We're back home where we belong

write scores of women who know from experience the "worry-go-round" of being a working mother

By Marion K. Stocker

UNLESS science comes up with some good substitute for a mother, it looks like most Moms are happier—and usually more useful—staying home with the kids than out working for pay checks.

Certainly that's what you'd have to conclude after reading several hundred letters commenting on Mary Clarke's "Home Is Where I Belong" (September Town Journal).

About 9 out of 10 of the letters say: "Cheers for Mary Clarke!" (She gave up a good job to be a full-time homemaker.) And about 8 out of 10 say: "I tried outside work—and came to my senses in the nick of time." (Could be that mothers who work and like it are too busy to write in?)

A mother with young children has just one valid reason for taking outside work, according to these mothers who've been through the mill: *stark necessity*. All the rest are excuses.

Most usual excuse is: "I need that pay check to give the children more advantages." To which the voice of experience answers "Nonsense!"

"Upon examining my motives, I found I was working more for myself than for my child," an Alabama homemaker confesses. "It helped my ego and I liked the new clothes. . . ."

"My working was doing the children no good," another wrote. "I found myself shutting off their confidences with a snappy 'I'm busy.' We were becoming not a family; just a bunch of people using the same house. Yes, I'm sure a peaceful mother is worth more than an expensively furnished home."

You think material things can make up to a child for Mother being away? Listen to what this neighborhood "sitter" from Texas has to say: "The wistful expression on those children's faces when their mothers leave them, almost tears your heart out. . . . Even the sunniest little souls come up with such remarks as: 'Mummy brings me here so she needn't take care of me. . . ."

An Indiana mother was shocked into giving up her job when she heard her 7-year-old Liza on the phone: "You can come over and visit me now," Liza was saying excitedly. "Mother hurt her ankle and is home for a few days. Isn't that nice?"

Most poignant evidence of how a mother's working can affect the children comes from several women who recall their own lonely days as children.

From a New York State homemaker: "My mother had to work, after father became ill. In some ways, it was good for us children. We learned useful lessons of cooperation, consideration and discipline. But I was left with painful memories, too; and somehow, the hurts remain. We missed so much of family life and fun. . . ."

Our letters say that the excuse "to help my husband pay the bills," is no more valid than, "to help the children."

In the first place, they say, you've got to have a really well-paying job to come out ahead.

"On actually figuring it out, I found I scarcely broke even," letter after letter confessed. Most jobs mean new clothes, new shoes, a sitter, increased income taxes, transportation, and "the high cost of quick meals and other

"Rats were costing me over $200 a year . . . until I discovered d-CON!"

says Farmer George Johnson of Des Moines, Iowa

"I never realized all the damage rats and mice were doing in my barn, until one day I had to throw out bags and bags of feed grain."

"When one of the kids was bitten by a rat, I decided things were going too far, and something had to be done about it. First I tried strong traps. Next I set out some of that violent poison. Aside from worrying whether the kids might get hold of it, or some of the pets eat it by mistake, it worked for a while and killed a few rats and mice, but then they sort of got wise to it and they stayed away."

"One day, Lew Clark down at the feed store told me about a new, guaranteed rat and mouse killer, d-CON. It's the *only* scientific combination containing Field Tested LX 3-2-1 on the market. It's clean, odorless and easy to handle and with easy directions, it's safe to use around children and animals."

"d-CON wiped out every rat and mouse on my farm. By maintaining d-CON bait stations, I kept my farm completely free of all rats and mice, and have for three years. Believe me, buying d-CON was one of the best investments I ever made."

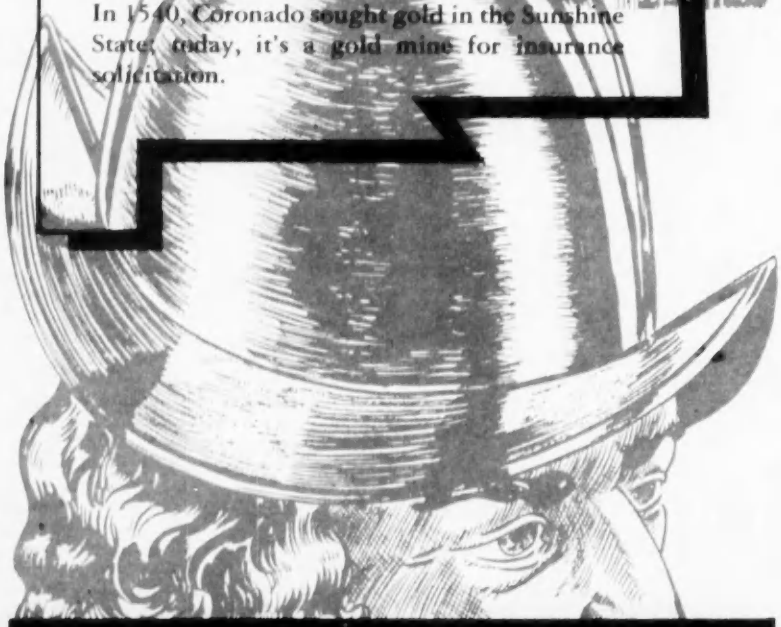
signed George Johnson

d-Con is guaranteed to wipe out every rat and mouse on your property . . . and, if used as directed, will KEEP IT FREE OF RATS AND MICE . . . FOREVER—or your money back.

Available at drug, hardware, grocery, feed and department stores.

NEW MEXICO 1912

New Mexico, "Land of Enchantment," offers permanent home-makers and casual tourists a variety of contrasts. Mountains and plains, forests and fields, quarries, oil and mines contribute to its economy. A million acres yield corn, wheat, cotton, and potatoes and 12½ million are heavily forested. Mining was the territory's first industry and is today its most important, producing coal, copper, petroleum, gold and silver. The state is replete with unusual beauty, Indian lore and historical value. Hot Springs beckons as a health resort and visitors are intrigued with Carlsbad's Limestone Caverns and potash mines. Santa Fe and old San Miguel are storied in song. Aztec's prehistoric ruins, Zuni's Pueblo Indian village, Silver City and El Morro lure the sightseer with fascinating attractions. In 1540, Coronado sought gold in the Sunshine State; today, it's a gold mine for insurance solicitation.



UNITED STATES FIRE
INSURANCE COMPANY
110 WILLIAM STREET, NEW YORK, N. Y.

ALLEGHENY DEPARTMENT
PITTSBURGH, PENNSYLVANIA

ORGANIZED 1824

VIRGINIA-CAROLINAS DEPT.
DURHAM, NORTH CAROLINA

SOUTHERN DEPARTMENT
ATLANTA, GEORGIA

PACIFIC DEPARTMENT
SAN FRANCISCO, CALIFORNIA

WESTERN DEPARTMENT
FREEPORT, ILLINOIS

homemaking short-cuts that working mothers can't do without."

Some of the letters told about the frayed nerves and family quarrels which seem to go along with Mother working.

"When I got home, I was tired and cranky," writes a young wife from Virginia. "So was my husband. Before the evening was over we'd have an argument. I never saw my baby; she was in bed when I reached home. Although we really needed the money I brought in, I decided we needed our marriage more."

Did that young husband begrudge the loss of his wife's pay check? On the contrary. "When I told him I'd quit my job, he looked like he'd been lit up with a 100-watt bulb!"

Looks like a great many women throughout the country are deciding that "the game (being both mother and career woman) just isn't worth the candle."

But that doesn't mean their yearning for self-expression has been stilled. In fact, a small group of letters came to us from mothers who staunchly maintain: Mothers have a right to work if they want to. Writes a Wisconsin homemaker: "It's no more natural for all women to enjoy housekeeping than it is for all men to like farming or medicine."

Some are trying to fill the void with creative jobs at home—writing, crafts, sewing. . . . Others have worked out part-time compromises. A Maine mother, for instance, teaches two years, stays home the next: "My family appreciates me more this way; and I don't feel like a tied-to-the-sink martyr."

Advice for mothers who "itch to get back to work," yet know it's not wise, comes from a California homemaker:

"Housework seemed too canned, too gadgety; in lots of ways, too easy to be much of a challenge. Even with two babies I began to long for a job. . . .

"Then, one day, I told myself in stern terms: 'Look here, lady; you've got a job. Treat it like one.'"

Whereupon, she began to organize her work as she had when she was a librarian—including regular coffee breaks. She put the same thought into afternoon play with her children that she did "when I was proud of being a competent baby-sitter." She began to think up special services "to please my patrons—my family, now—just as I used to in my waitress days. . . .

"The best part," she writes enthusiastically, "is that in this job you have all the responsibility you want. You are the boss!"

There's no stock answer; each young mother must work out her "restlessness problem" for herself. But the "back home to stay" mothers will agree with this Iowa homemaker: "It takes a super-woman to do two jobs well; and so few of us are super-women!" **End**

ANNOUNCING

the first time payment plan ever offered by a major firearms manufacturer—

WINCHESTER
TRADE MARK

FIREARMS

TIME PAYMENT PLAN

Walk into your Winchester dealer today and pick out that great new Winchester you've had your heart set on. *It can be yours right now!* The new Winchester Time Payment Plan—the industry's first—makes it possible. A down payment as small as 10% will give you all the thrill and pride of bagging the season's first mallard or buck with the world's finest sporting firearm—the brand new Winchester of your choice.

You *deserve* a Winchester—now get yours through the easy, flexible Winchester Time Payment Plan . . . take up to twenty months to pay the balance. Your participating Winchester dealer can give you all the simple details in a few moments.

Here's a typical example: *Now a Winchester Model 12 . . . "The Perfect Repeater" . . . costs you just $9.85* down. You can take home, shoot and enjoy one of the world's finest pointing, smoothest operating shotguns from the moment you sign the receipt. Monthly payments can be as low as $5.50* for 18 months. Or, should you wish to clear the balance sooner, pay 6 monthly payments of $15.20*. Don't miss that hunting trip this season! There's no longer any reason why you should deny yourself the finest . . . get the Winchester of your choice, today.*

*Prices subject to change without notice * plus taxes*

WINCHESTER MODEL 12
"The Perfect Repeater"

WINCHESTER
TRADE MARK

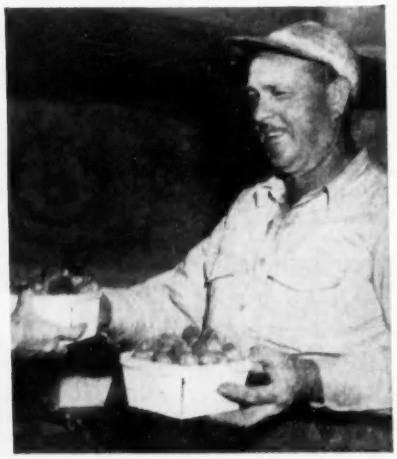
ARMS AND AMMUNITION DIVISION • OLIN MATHIESON CHEMICAL CORPORATION • NEW HAVEN 4, CONNECTICUT

Mr. V. C. White never lets **CONSTIPATION** interfere with working time

Mr. White of Miami, Fla., shows some of the big, sweet papayas he grows on his fruit farm. An energetic, busy man, he can't afford to lose working time. He also drives a bus to Hialeah . . .

So, whenever he's bothered by constipation, he takes speedy, gentle Sal Hepatica because he's found, as you will, that Sal Hepatica's fast, effective action never interferes with work or sleep . . .

Take it before breakfast and get relief usually before time for chores . . . or like Mr. White, take sparkling Sal Hepatica before supper for gentle relief generally before time for bed . . .



And because sparkling Sal Hepatica is antacid, it sweetens the sour stomach often accompanying constipation while at the same time, it's giving its famous speedy, gentle relief.

CONSTIPATED?

TAKE SPARKLING

SAL HEPATICA® AND SMILE!

SPEEDY, GENTLE ANTACID LAXATIVE

A PRODUCT OF BRISTOL-MYERS

The bull is flying

(Continued from page 32)

tana. Technicians cracked case after case of eggs to use the yolks as semen diluter.

What to do with all the leftover whites? At one place the office girls took them home and made angel cakes for the office, then for the whole town, until no one in town could eat any more. (Today the whites sell to bakeries.)

A Michigan co-op got its own plane to parachute packages of semen into the front yards of its technicians, when the weather permitted. An appropriate message was sent over the radio to announce when the plane could operate: "The bull is flying."

Electrifying news came from England in 1949: Semen could be preserved by freezing. Fifty years before, human sperm had been frozen and thawed back to life, but time and again when two London scientists tried freezing bull semen, frost crystals stabbed the tiny sperm cells to death, or made them otherwise infertile.

Then one day, by a lucky accident, a semen sample got contaminated with glycerine used to clean test tubes. The technicians were ready to throw it out when it occurred to them that glycerine was about the only agent they hadn't tried. When they put it to the test, it worked beautifully.

Here then was the tool that scientists had dreamed about!

Now, sperm from a record-breaking sire could be flown, say to India, thawed for use at once or kept for a year, or maybe ten years. It could be "banked" during spring and summer for the heavy breeding months in fall. Or semen from young, unproved bulls could be stored in large quantities and later used or discarded. No one can tell whether a bull can transmit heavy-milking ability until the heifers he sires have their first calves about three years later. If the bull then proves to be superior, his frozen semen can be used.

All of which is no dream! It's happening right now. One U.S. "bank" has storage space for a million services. In every dominion of the British Empire, breeders of Jersey cattle are setting up semen banks.

"There must be some limit to the life of frozen semen," say scientists, "but so far we haven't reached it." One illustrious bull who died in 1953 is still fathering offspring. He may be doing so years from now. What sort of cold-storage immortality is this?

Regular shipments by air go across the U.S. these days. Now and again some go to the other side of the globe.

All this puts such a premium on outstanding bulls that the hunt for such has become feverish. Breeders study hundreds of records, travel thou-

sands of miles before adding a new bull to the stud.

Once selected, he lives like a king. He sleeps on a sponge rubber floor, works out on an electrically-driven exerciser that keeps him circling a pole like a Maypole dancer. He is scientifically fed and his semen collected weekly. If his joints get a little stiff, he may be hospitalized day and night under heat lamps.

Veterinarians work hard to keep these valuable animals alive. In their last days, some bulls develop arthritis and not a few die of cancer—the "diseases of old age" that are hitting more and more humans, too.

Even dead, though, a bull isn't necessarily forgotten. In a Wisconsin stud is this plaque honoring a famous potentate: "In memory of Shiawana Grandmaster, a father 17,000 times in his last year."

The top man today in the artificial breeding business is a grandson of John D. Rockefeller Jr. He is J. Rockefeller Prentice, whose father was a pioneer in genetic research. Young Prentice got into the business in 1945. Last year his American Breeders Service did a million dollar business, but he plows the profits back into research.

Many young men are going into business for themselves as inseminators. They buy semen from people like Prentice. A man can learn the technique in a week or so. Equipment and record-don't cost more than $50, and one technician can inseminate 2,000 cows a year (at $5 to $7 each).

Last summer in Wisconsin I talked with Joe Magarick of Hales Corners. His big, beautiful Holsteins, all artificially sired, average a ton more milk than their high-producing mothers. That's an additional 1,000 quarts per cow! To Joe and his family that increase has meant a new car, new barn, and remodeled home.

No wonder there are places in rural America where names like "Pietje" and "Posch" (taken from the Dutch names that some of our Holstein bulls bear) are better known than the names of Congressmen. No wonder, too, that the name of Enos Perry is joining the roster of agriculture's heroes.

Scientists like to speculate where all this will lead. Two Cornell dairy experts have computed just how few bulls American agriculture may need. Probably, they say, we could some day get along with *only a thousand*, each serving 20,000 cows.

But here's a line of investigation that's even more fantastic: Scientists intend to see whether sperm cells that produce bull calves weigh more than those producing heifers. If so they intend to separate the two kinds by centrifugal force in a machine like a cream separator. Then a farmer could order calves by sex. It's being tried. **End**

It happened so fast I couldn't stop!

(Based on Company File #WD126KAM13683)

The car ahead of me had just passed a fork in the road. Suddenly the driver slammed on his brakes.

He'd meant to turn there! I hit my brakes hard. Enough to lock my wheels. But I piled into him anyway.

The other driver was able to proceed on his way. But highway patrolmen insisted on taking me to a hospital for examination. One of the troopers phoned the local agent of my insurance company—the Hartford.

Talk about fast service! Within a few minutes that Hartford Agent arrived at the hospital. He made out the accident reports. Put the nearest Hartford Claim Office on the job. Even phoned my own Hartford Agent 875 miles away to tell him what had happened!

I was able to leave the hospital that afternoon. The Hartford Agent secured a hotel room for me, and personally brought my luggage there. And he had my car towed to a reliable repair shop.

Thanks to his friendly interest and expert help, I was on my way the next day. My deductible Collision insurance with the Hartford Fire Insurance Company paid most of the repair bill on my car. The Hartford Accident and Indemnity Company paid for the damage to the other car under my Property Damage Liability coverage. The Medical Payments feature of my policy took care of my hospital and doctor bills.

When you get into an accident like this the tremendous value of sympathetic, "on-the-spot" help from a competent local insurance agent comes home to you. That's the kind I received—the kind I'm certain you'll get if your car is Hartford-insured.

Over 15,000 Hartford agencies from coast to coast backed by nearly 200 claim service offices stand ready to give you this "hometown service" when you need it. And "hometown service," to my mind, is a priceless feature of Hartford protection!

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"Am I for competition? Yes, indeed

—that's how I get more for my money!"

Inquiring Reporter: There are bills in Congress intended to benefit all of us by permitting greater freedom of competition in transportation. How do you feel about this?

Shopper: Well, I know that when stores compete for my business I get better values in the things I buy. Isn't that true in transportation, too?

Inquiring Reporter: No, Ma'am, not always.

Shopper: Why not?

Inquiring Reporter: Because government regulation does not give railroads, trucks, and barges enough freedom to price their services competitively.

Shopper: Can't something be done about it?

Inquiring Reporter: Yes. A special Cabinet Committee appointed by the President recommends that whichever has the lowest costs should be allowed to charge the lowest prices—provided, of course, that prices cover costs.

Shopper: That sounds sensible to me. After all, every other business is run that way.

Inquiring Reporter: Then you would favor greater freedom of competition in transportation?

Shopper: I certainly would. I think it would help me get more for my money!

For full information on this vital subject, write for the booklet, "Why Not Let Competition Work?"

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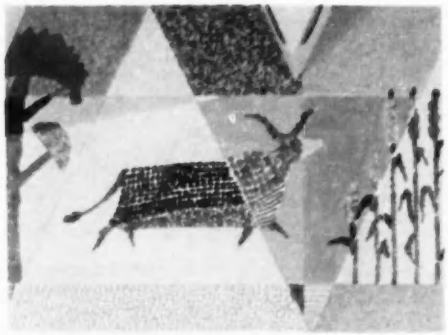


ARCHITECT: FRANK WEISE
BUILDER: JOHN S. MCQUADE
DECORATOR: RACHEL MARTENS
MURAL: SHIRLEY TATTERSFIELD
PHOTOS: CHARLES P. MILLS STUDIO

NOTICE MURAL OF COUNTRYSIDE LIFE FORMED, APPROPRIATELY, FROM ORDINARY SEEDS AND GRAIN

COUNTRYSIDE KITCHENS

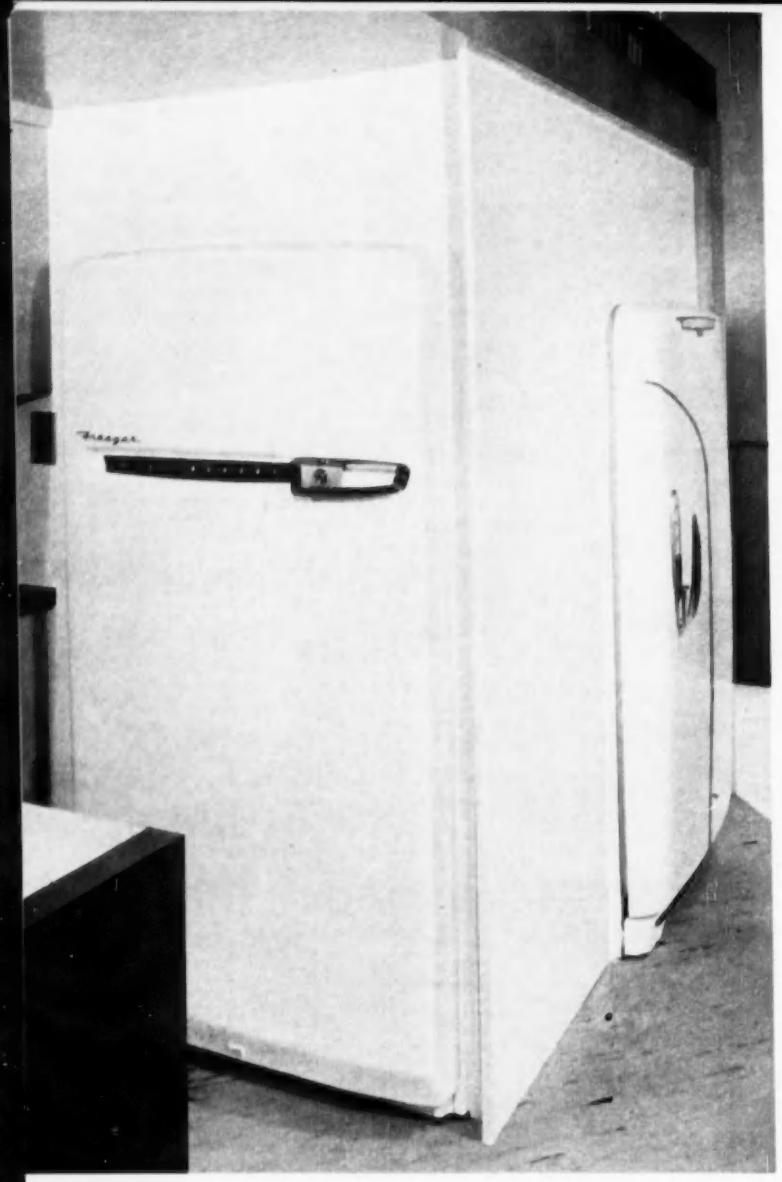
The four "last-word" kitchens we show you this month have just been completed at our editorial offices in Philadelphia. Grouped together under one roof, they provide the workshop where food and equipment staffs of Town Journal *and of* Farm Journal *test every recipe for our Countryside magazines,*

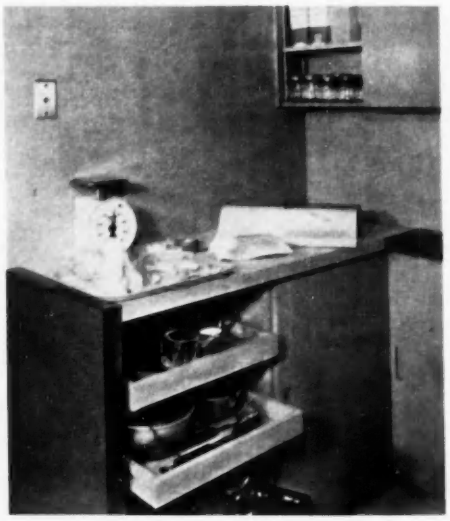
CONTINUED

1 In the small, compact electric U kitchen at right, Test Kitchen assistant Sue Brosseau is working at surface cooking units. Behind her is a wall-mounted refrigerator with compartment for frozen food. Photo above: Pull-out shelves under refrigerator—also useful with oven-in-wall at right of refrigerator.

2 This idea-packed kitchen (right) even has storage between upper and lower cabinets (doors slide up behind top cabinets). Clay tile design covers range hood, counter. That's Ann Satter, *Town Journal's* food editor, at the marble table. Above: Note vegetable bins near sink. Flooring throughout, vinyl tile.

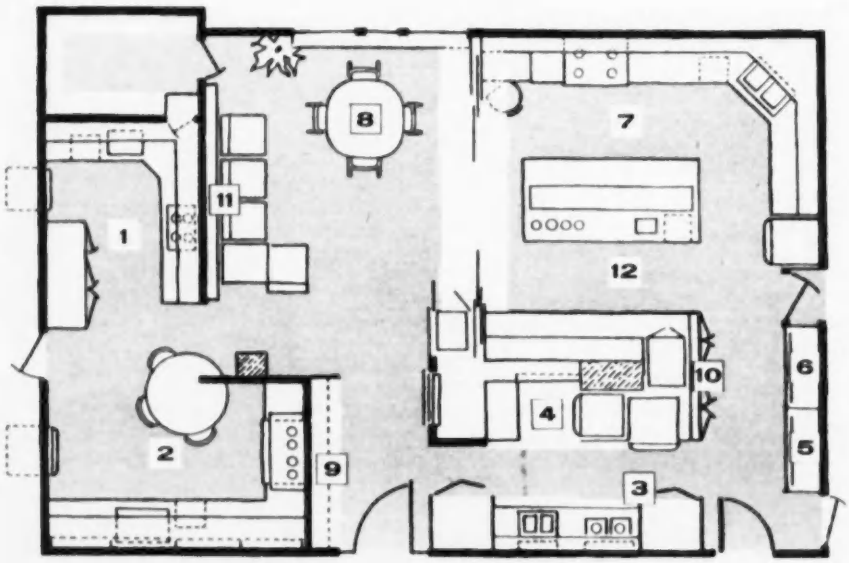
3 Our laundry area looks slick as a whistle when closed (left, above); but everything's handy (left, below). Soiled clothes bins, next to combination washer-dryer, are 12 inches up off floor—easy to reach into. Sink and fold-back electric surface units also serve the freezing center across the aisle.

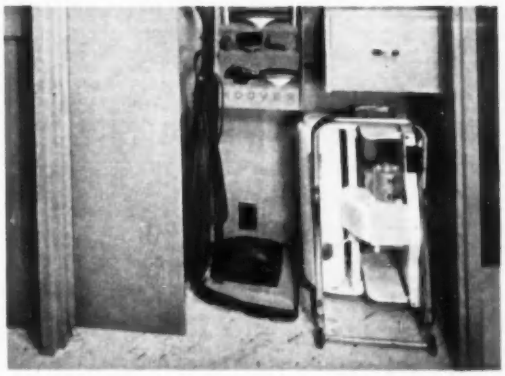




4 Two upright, recessed freezers (left) are across from sink in laundry center. Here we test how all kinds of food take to freezing. The counter section (above) has a wood top where we chop meats and vegetables. Equipment for freezing is stored behind sliding doors in L freezing alcove, as is packaging.

Numbers on floor plan match with caption numbers to help you locate kitchens and equipment





5 It's no trouble to keep this cleaning closet (above and right) in apple-pie order, because there's a place for everything. Ironer folds down, shoves out of the way; polisher-scrubber and vacuum cleaner fit into their own niches, with hose hanging over wooden block. See storage use made of half-door. Sliding door hides closet.

6 Complete equipment for sewing is in one 49x79x18-inch closet (below and right). Sewing machine swings out on a table when Tracy Richard, *Farm Journal* clothing editor, wants to use it. Ironing board and irons are next to fabric shelves. Pegboard holds thread; magnet tabs catch scissors. Patterns, supplies file in drawers.

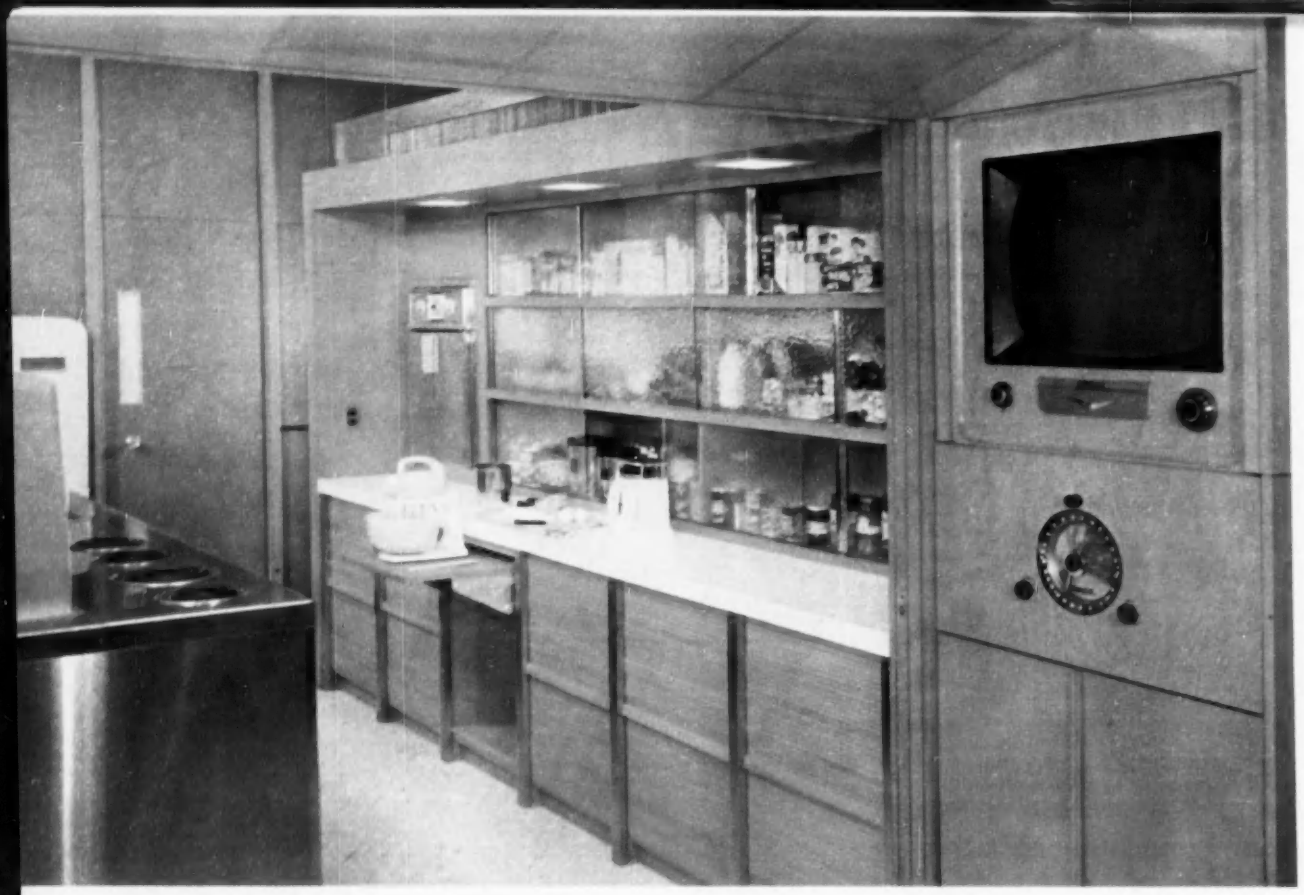
7 We test recipes under home conditions in this L-shaped kitchen which functions with a central core or island. *Farm Journal* food editor Catherine Maurer is at LP-gas range; assistant Joanne Shultz works at twin sinks (softened water throughout). Desk (left) for checking recipes, telephoning. Below (left) our president, Richard J. Babcock, watches a test of small appliances . . . toasters on convenient pull-out-and-up shelves. Right (below) you can see how the other side of the center island forms a corridor kitchen.

8 Editors' informal taste-testing helped christen our new kitchens. Seated (from left) are Gertrude Dicken, Home Editor; Carroll P. Streeter, editor of *Town Journal*, and Marion Stocker, associate editor. Standing are three associate editors from *Farm Journal:* Laura Lane, Catherine Maurer, Joanne Shultz; then Ann Satter, *Town Journal* food editor; and Al Reagan, *The Farmer's Wife* art director. Table will seat 10.

9 Handy storage cabinets adjacent to dining area have adjustable shelves for glasses, dishes; sliding shelves hold silver, table mats and keep them neat.

10 Shallow shelves at end of food preparation counter hold canned goods and packages of extra staples—one-deep—makes it easy to find what you want.

11 Panel doors in reception area hide shallow storage for glassware, tablecloths hang on dowels. Furniture fabric is silicone-treated so spills wipe off.



COUNTRYSIDE KITCHENS

CONTINUED

and do experimental cookery in the kitchens and in the utility areas. Editors also test appliances and equipment.

If you will check each picture with the floor plan, you will see how the parts fit together. Any or all the four kitchens may have ideas adaptable to your own home.

So many manufacturers were interested in our Countryside Kitchens that we were offered many more appliances than we could use—even in four kitchens! But, of course, we will be replacing models and makes from time to time. We couldn't identify all the things we show you in these eight pages—however, if you want to know more about a particular appliance, won't you write us? Address: Countryside Kitchens, Farm Journal *and* Town Journal, *Philadelphia 5, Pa.*

12 Our custom-built corridor kitchen has many new time-saving, space-saving ideas. Built-in oven (left) has center-opening doors; packaged dry food goes behind glass above mix center counter. One shelf is refrigerated (our own design). Cabinet doors slide out of way, like roll-top desk. TV faces dining area.

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1 TWO-SIDED FIREPLACE divides a double living area in the Robert Dow home, Arcadia, Calif. When parents entertain, Candy, Rod, and Robie play close by on family side, at left.

The Dows' new home is

halfway to modern

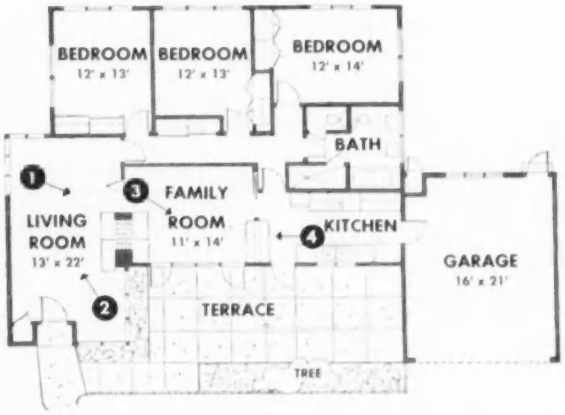
This young couple is gradually replacing traditional furniture with contemporary; in the meantime, they're proving you can combine periods successfully

PHOTOS: JULIUS SHULMAN

❷ STILL IN TRADITIONAL STAGE, living room is furnished with large, comfortable pieces from the Dows' former home. Mahogany tables are in scale with the over-size plaid on chair and ottoman.

❸ ON FAMILY SIDE of fireplace, a high-low table replaces traditional dining room furniture. Rattan chairs move from terrace to TV. Room serves for rainy-day play, too, near Mother's kitchen.

By Barbara Lenox



TO SAVE SYCAMORE TREES in the middle of the lot, architect Arthur Swab, A.I.A., built the house around them, giving the Dows front-of-the-lot privacy with a fenced-in terrace. Family room and kitchen open onto terrace, which is used by children as a paved play court. Another family feature is a compartmented bathroom.

❹ LOW TABLE RAISES to dining height; breakfast counter doubles as a pass-through from kitchen. This vista view, into living room beyond, shows how compatible furniture periods are.

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James C. Dunlap

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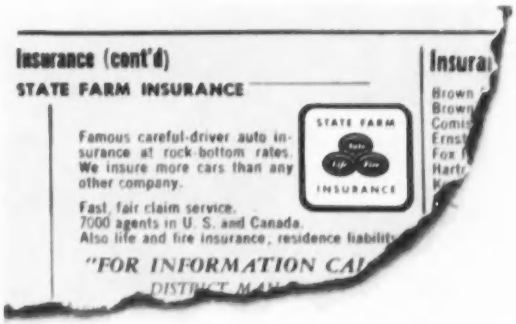

If your phone book does not list a State Farm agent, write directly to Dept. T-7, State Farm Mutual, Bloomington, Illinois.

A sudden heart attack—what to do

(Continued from page 36)

wiser to carry the victim into a car (keeping him upright), and take off for the hospital. If you are lucky enough to live in a town where ambulances have oxygen equipment, call one immediately after phoning the doctor—unless he advises otherwise.

The victim of congestive failure also needs heart stimulants, medicines to help clear the fluid out of his system, and in some cases injections to open up the bronchial tubes and blood vessels. These, however, are the *doctor's* responsibility.

Coronary attack, the other common kind of heart failure (which hit President Eisenhower), is due to plugging of one of the blood vessels which supply the heart with nourishment. This gives an entirely different picture.

Although the main complaint is usually a crushing pain in the chest and difficulty in breathing, some victims have no pain. Even more commonly, there is no shortness of breath. The pain may be in the upper abdomen or may even feel like severe heartburn. Vomiting is not uncommon, so the victim may try to sweat out his "upset stomach" before calling a doctor.

Coronary stoppage of this kind is the end of a long chain of events. The arteries supplying the heart muscle gradually harden and narrow with age. Furthermore, they tend to go into spasm with excitement and at times with exertion or overeating. If the blood flow slows enough to enable a clot to form, some part of the heart muscle, finding itself without nourishment, sets up a cry for help through all the pain nerves in the area.

The main immediate danger is that this pain will throw the patient into shock, cutting down the circulation even more. Later dangers—that the small area of dead heart muscle will act as a center of irritation and throw the heart out of rhythm, or that the muscle will become incapable of doing its job, causing congestive failure—will not show up until the third to tenth day.

Handling a severe coronary attack should begin with effective pain relief. This is the patient's most urgent need, so the doctor should be called immediately. Absolute rest is next in importance; the patient should be laid flat and made comfortable where he is. An ambulance should be called, since it isn't safe to let the victim stir at all under his own power. Shock should be fought by keeping him warm, flat, and as comfortable as possible. It is unwise to give him anything by mouth.

When someone close to you has a heart attack, don't let excitement paralyze your mind. When you call the doctor, tell who is sick, where and what is wrong; describe the victim's color, breathing, position, behavior. Ask for instructions on what to do.

While these simple measures can prove valuable, the best treatment is still prevention. Few heart attacks come out of a clear blue sky. *Congestive failure* almost always announces itself in advance by swelling of the ankles, shortness of breath, and perhaps by brief nighttime smothering spells.

Coronary disease may be heralded by transient pain on exertion or by mild difficulty passed off as indigestion. Of course, there are many other common causes of such complaints—nervous strain, mild liver or kidney disease, even poor diet. But since treatment during this stage may save a great deal of discomfort, disability, and even years of life, all such complaints deserve a doctor's attention. Further, a check-up once a year never hurt anyone, and often helps you get the jump on heart disease.

End

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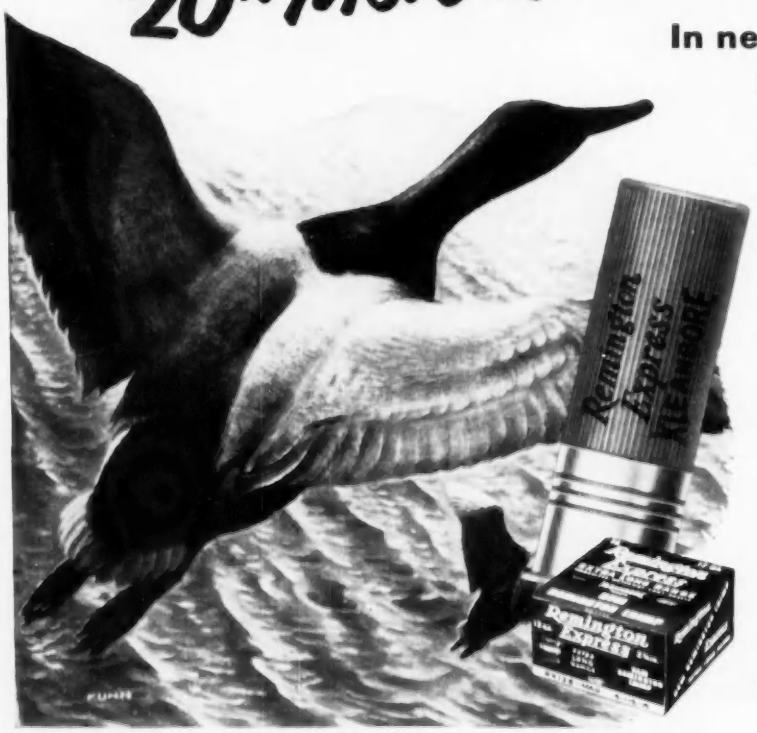

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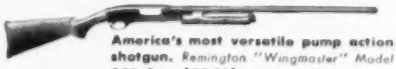

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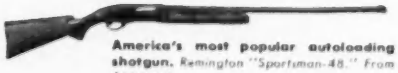

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Walt Disney

(Continued from page 38)

"Walt"—he is the only studio boss in Hollywood who is called by his first name by all his employees—"has no idea of the value of money." Mr. Disney smiles innocently when interviewers attempt to steer him into a discussion about financing. His stock answer is, "Roy has that respon-sibility."

Roy is his elder brother, and president of Walt Disney productions. They have been a close working team since 1923 when they first set up shop in Hollywood. Their capital consisted of $250 put up by Roy and an additional $500 advanced by their Uncle Robert. Walt arrived with one suitcase and $40, earned by taking movies of babies and then selling the camera. (He'd been making $35 a week, drawing animated cartoons in Kansas City, Mo.)

Walt is the sparkplug on the Disney team. The decision to go on television was his; the concept of Disneyland itself originated with him. Walt dismisses the stories which say Disneyland is the fulfillment of 20 years of dreaming or the culmination of a lifetime ambition of a boy who never really grew up and wished to have the biggest toy imaginable for his amusement. Disney, who likes to tinker at home, unintentionally provided the foundation for the foregoing reasoning some years ago by helping build a large miniature railroad on the grounds of his estate in Holmby Hills, a fashionable residential area in West Los Angeles.

The need for an amusement center devoid of the honky-tonk struck him forcibly years ago when he was faced with the problem of taking his two daughters, now grown, for a day's fun. The center, he says, is designed to "be of service to families who would like to spend a day together at a place where all can have a good time at a reasonable cost." He has risked $11 million, and concessionaires have invested an additional $6 million on the assumption that others will agree.

His whole career as a movie maker has, as a matter of fact, been guided solely by his own concept of what is entertaining. His staff suggests ideas for cartoon or live action movies, but he makes the decision as to what is or is not made. It is not exaggerating, however, to state that he rarely undertakes anything without the approval, enthusiastic or otherwise, of big brother Roy.

Roy also oversees the operation of the vast Disney commercial tie-in business (royalties from Davy Crockett games, books, coonskin hats and seven million records may yield $1 million this year—and watch how Mouseketeer beanie-type hats catch on now that *The Mickey Mouse Club* is on the air!).

In television the Disneys—Walt

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and Roy—saw a fabulous advertising adjunct for promoting interest in pictures the studio was making for theatrical exhibition.

Because he is incapable of doing anything in half-measure, Walt threw his whole organization of 1,100 people behind last year's TV project and poured in the money "like," as he puts it, "I had it and didn't have to worry about how I was going to get it back."

Roy did the worrying and it reached king-size proportions by the time they got through reassembling the three Davy Crockett shows into a feature movie for theaters. They had more than $750,000 in the Crockett venture and hanging over their heads was the question of whether theater owners would take kindly to showing a film already viewed by millions on the competing home TV screen. The pictures' first theater engagements in Texas put an end to Disney's concerns and, as a result, his first season on television became an unexpected financial success. "We were lucky," said Walt.

Where is this incredible man heading? Does he have any more surprises? Is he satisfied with what he has accomplished?

To take the third question first, Mr. Disney has no false modesty about his films. Some of them, he believes, will stand the critical test of time. Others didn't come out as well as they should have, but would have cost too much to revise at the last minute. His cartoon features like *Peter Pan* and *Sleeping Beauty* require about three years of intensive work from story conception to completed picture.

Unlike other producers, who can reshoot disappointing sequences, Disney has to stand or fall by his concept once a story enters the complex and painstaking process of animation. At this stage, the cost has reached such proportions that second-guessing is simply out of the question.

The first two questions are too closely related to be answered separately, Disney observed. The establishment of Disneyland, which also will serve as a physical base for his future television operations, will keep him busy the rest of his life, Walt said with a conviction which left little room for doubt. "There is no limit to the ideas we can develop and explore."

The four principal divisions of the park, Adventureland, Frontierland, Fantasyland and Tomorrowland, will retain their present form only until the man who planned them gets another rush of inspiration. Then changes will be made. It isn't likely, however, that changes in the physical displays will be undertaken at intervals of less than two years, considering the laws of economics and Government tax regulations regarding amortization of the buildings.

There is a strong strain of the pedagogue, in the pure sense of the word, about Walt Disney who was too

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restless himself to complete high school and is still too restless to read books, unless they've been recommended to him as movie material.

His *True Life Adventures* are educational subjects, rigged for occasional humorous anecdote, without distortion of basic truth, by amusing narration and complementary musical accent.

The Mickey Mouse Club, too, will let him play the role of teacher and historian. "The story of the American Revolution is particularly suited to this type of program," he explained. "I don't intend to dwell too much on the actual fighting, but to bring the story of the Revolution, and what it meant, out in terms of the people who lived through it by stressing the great problems of life. Many of the boys who took part in the Boston Tea Party went into the Continental Army and some of them were at Yorktown when Cornwallis surrendered. We can follow those boys as they grew into manhood in telling the story of the Revolution."

Although he is recognized as a genius, even by Hollywood colleagues who are not over anxious to bestow such recognition, Walt Disney carries without any trace of affectation the honors which have come his way from all corners of the earth. In his Hollywood studio office he has an unduplicated collection of awards from the Academy of Motion Picture Arts and Sciences. Since 1932 his pictures have won 25 "Oscars" and special awards citations.

Despite his spectacular career, he remains a quiet and reserved man. While he likes a party as much as the next man, he has never let himself get caught up in the main stream of the Hollywood social whirl. He is fundamentally a home man and spends his time away from the studio with his wife, the former Lillian Bounds. She was one of two girls the Disney brothers hired at $15 a week apiece 27 years ago when they moved into the rear of a real estate office in Hollywood and started their first picture on consignment from a distributor in New York. Designed as a cartoon-live action film, it was abandoned because the Disneys ran into technical problems and out of money.

After dinner and on week ends, you're apt to find Disney in his "little red barn" (a replica of the one at the farm back in Missouri), which houses a complete woodworking and metal shop. There, friends say, he makes "marvelously precise miniature furniture, ornaments or anything else that comes into his head."

Occasionally Walt and Lillian take in a baseball game, rooting for the Hollywood Stars, a minor league club in which Disney has a financial hand.

Disney lives in two separate worlds and never permits his home life to become mixed with studio affairs. His daughters, Diane and Sharon, were never encouraged to develop more than

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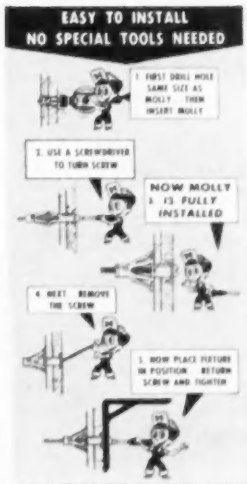

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a normal curiosity about movies and this was satisfied in their younger years by occasionally spending Saturday with father at the studio.

Diane, the elder, is married to Ron Miller, former University of Southern California football star, who is currently in the Army. They have a son, Christopher Disney Miller, who is quite tolerant of his proud grandfather. Sharon is a student at the University of Arizona.

Walt Disney began working as a boy of nine years and was up before the cows—at 3:30 a.m.—to start on his newspaper delivery route. He recalls with a trace of boast that he missed only one month because of illness out of six years as a delivery boy, and how his first regular job—at 15—was selling magazines on the train between Chicago and Kansas City.

Walt still works long hours; he is always in his office at 9 o'clock, mostly earlier, and leaves it after 6. He usually wears a light jacket, a loose shirt, no tie, and contrasting sports slacks.

His door is always open to employees who wish to see him, but for the sake of orderliness they take their turn on his appointment list unless there is some urgency.

He lunches in the studio commissary, which is operated cafeteria style, but indulges himself to the extent of having a reserved table and being served by one of the waitresses. His favorite dish is chili and beans and his appetite needs no tonic, yet he frequently becomes so engrossed in conversation that his meal gets cold before he gives it any serious attention.

"The nice thing about Walt," an old-time employee said recently, "is that he never asks or expects anyone to do anything that he can't or wouldn't do himself."

What the old-timer didn't know, however, was that Walt had told a visiting artist friend that the standards of accomplishment at the studio had attained such a high degree today that he (Disney) wouldn't be able to qualify himself for employment as a sketch artist. **End**

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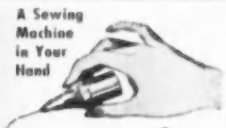

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By Peter J. Celliers

WHAT'S a hotel to you? Just a place for a decent night's sleep and a few meals away from home? Then you're missing out on an awful lot! For these days, America's 15,000 hotels sell *living*—luxury living all through the day, not just overnight. And that includes a lot of things.

Most of us just register with the clerk when we stop at a hotel, follow the bellman to our room, pay the cashier next day—and we're off. Add an elevator operator, a doorman, a couple of waiters—and we've dealt with maybe a half a dozen people.

But if you could look behind the scenes! You'd be amazed at the hundreds of unseen helpers who also cater to your comfort, at the scores of services most big hotels provide . . . some at a price, some free . . . if you'll just ask. Most of us don't get half of what our money buys because we "didn't know hotels would do those things."

For instance, when Glen and Betty O'Laverty of Bluffton, Ind., attended the Rotary convention in Chicago this year, and stayed at the Conrad Hilton Hotel there, they were actually the guests of over 2,000 people . . . from laundrymen and boiler tenders down in the steaming subbasements to ice show dancers in the hotel's glittering supper club and house detectives pacing quiet corridors at night.

Now, the O'Lavertys are typical of the million and a half travelers staying at hotels on any one day. So we followed them around. And maybe their experience will help *you* get more out of your next stay at a hotel.

The first thing Glen did when they got to their room was to check through the list of hotel services inside the front cover of the telephone directory.

He found, for instance, that he could get superfast breakfast in the morning—prepared at a mobile kitchen in a special service elevator—as a convenience to businessmen with early appointments. (At New York's New Yorker, they'll even give you a 5% rebate if breakfast isn't in your room within five minutes.) And he found a note from the hotel's personal shopper offering to buy gifts for the family if business visitors had no spare time. (He checked later with shopper Virginia Hill—and learned that she's been asked for nearly everything from a pogo stick and an antique gun to a gift-wrapped bale of hay as a practical joke. Mostly, though, she gets perfume and lingerie for stuck-at-home wives.)

Betty, meanwhile, had ordered coffee from room service—it seemed such a nice little luxury after their tiring drive. As they sat down at the rolling table, gleaming white and

(Continued on page 103)

ARTISTRY of pastry chef Walter Mueller interested Betty semi-professionally, but Glen just yearned to apply the taste test! Bakeshop also turns out 20,000 rolls a day.

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PHOTOS: ARCHIE LIEBERMAN, BLACK STAR

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Sentinel, Centralia, Ill.

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American, Weiser, Idaho

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Here's Proof. Women are smarter than men. Did you ever see a *man* buttoning his shirt up the back?

Herald-Courier, Bristol, Va.

* * *

Lesson for Humans. Ever notice how a dog wins friends and influences people without reading books?

Vidette, Iuka, Miss.

* * *

Room for Improvement. We Americans seem to have an excess of everything except parking space and religion.

Intelligencer, Doylestown, Pa.

* * *

Tip for Husbands. If you want your wife to pay attention to what you're saying, just tell it to another woman—in a low voice.

Reporter, Beldenville, Wis.

* * *

Really Rough. A man doesn't know what hard luck is until he buys a new suit with two pairs of trousers—and then burns a hole in the coat.

Herald, Bradenton, Fla.

* * *

Considerate. If we ever write a story or editorially comment on a subject that you do not like—one that you take as a personal insult—please bring us your copy of the *News* and we'll be happy to cut the offending article out of your paper.

Twin Valley News, W. Alexandria, Ohio

How About Your Paper?

Have you recently read a witty or thought-provoking, original item in your home town paper—one so good you can't resist passing it on to others? We will pay $5 for each short clipping accepted. Be sure to include name and date of paper. Address Town Press Editor, TOWN JOURNAL, Washington 4, D. C. We cannot return unacceptable items.

Ask Town Journal

How can I find out about job opportunities overseas with American business?

A. A 14-page pamphlet, *Employment Abroad, Facts and Fallacies*, discusses in general where to apply for such jobs and what qualifications employers want. Many U. S. companies send employees overseas only after considerable service in their home offices.

The pamphlet is 15¢ from Foreign Commerce Department, Chamber of Commerce of the United States, Washington 6, D.C.

Is dry ice poisonous?

A. No. Dry ice is carbon dioxide which has been solidified under pressure. (The same kind of gas is used in making carbonated drinks.) The evaporating fumes are harmless.

But don't touch dry ice with your bare hands. Because of its extremely low temperature (110° below zero), it can cause serious damage to the tissues.

How can I teach my 16-year-old son to start saving money?

A. *Money Management for Young Moderns* is a "teen-tested" guide to saving and spending. It's 10¢ from Consumer Education Department, Household Finance Corporation, 919 N. Michigan Avenue, Chicago 11, Ill.

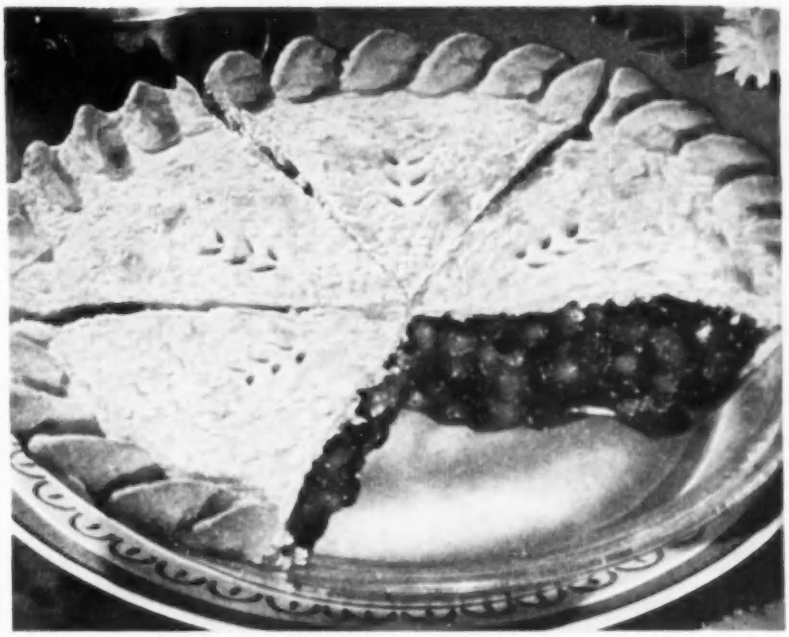
Where can I get instructions for making and decorating leather accessories?

A. Order *Make It of Leather* (20¢) from Superintendent of Documents, Government Printing Office, Washington 25, D.C.

Are old family Bibles valuable from a book dealer's standpoint?

A. Usually their only value is sentimental. The Bible is the most frequently reprinted book of the Western world, and many editions, even of the 15th Century, are common and worth little. There are rare and important Bibles like the Gutenberg, the "firsts" in various languages and a few others. Otherwise, the only exceptions, according to antiquarian book dealers, might be Bibles attaining value because they had belonged to important persons and contained their family records.

If you have a question which you think many others would like to see answered, send it to ASK TOWN JOURNAL, *Washington 4, D.C.*



Make this "NONE SUCH" mince pie
oven ready in minutes!

No holiday dinner's complete—without a fragrant, delicious mince pie! So easy to make—and so sure to please when you start with NONE SUCH Mince Meat. For the plump apples, raisins, spices and cider all come ready to use. You just pour Borden's NONE SUCH into a pie shell and bake. It turns out perfectly. All NONE SUCH pies do—because NONE SUCH is blended to perfection. Use Ready-to-use NONE SUCH or Condensed NONE SUCH prepared according to directions on package. T.B.C.

Next time you make mince pie, make a parful of munchy NONE SUCH prize cookies, too. Recipes for both pie and cookies on every Ready-to-use 28-oz. jar and 9-oz. Condensed package.

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Comes in two forms—9-oz. Condensed and 28-oz. Ready-to-use.

FREE!

Get a wonderful illustrated booklet with 21 easy-to-fix dishes. Tasty delights made with mince meat to serve all year round. Fill out and mail coupon today.

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Please send me my free copy of 21 NONE SUCH MINCE MEAT RECIPES FOR WINTER, SPRING, SUMMER AND FALL.

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MINCE
CRANBERRY PIE
TOASTY PECAN PIE
SOUR CREAM
RAISIN PIE

Especially good pies

We chose these recipes from among hundreds of favorites sent in by our readers

By Ann Satter
FOOD AND EQUIPMENT EDITOR

AMONG us Americans, nothing is quite so popular for dessert as a really top-notch pie—particularly in the winter when a hearty dessert is in order. So we weren't surprised to have scores of good recipes come in when we asked readers to send us their very best. We picked these five—because they rated A-1 in our Test Kitchens.

Mince-Cranberry Pie

1⅔ c. mincemeat*
1 can (7 oz.) whole cranberry sauce (1 cup)
¼ c. honey
½ tsp. grated lemon rind
1 tsp. flour
Dash of salt
Pastry for two-crust 9-inch pie

• Combine mincemeat, cranberry sauce (canned or home cooked), honey and grated rind. Add flour and salt; mix. Fill unbaked pie shell. Moisten pastry rim with water.
• Roll out top crust; cut design (we used a Lattice Pie Cutter); adjust top over filling. Seal and crimp edges.
• Bake in a hot (400°) oven for 35 minutes, until lightly browned.
*Or use one package mincemeat. Prepare according to directions on box.

Mrs. Carl Rauk
Vermillion, S. D.

Toasty Pecan Pie

1 c. white corn sirup
½ c. light brown sugar, packed
3 eggs, unbeaten
1 tsp. vanilla
¼ tsp. salt
1 c. shelled pecans
Pastry for one-crust 8-inch pie

• Combine sirup, sugar, eggs, vanilla and salt. Mix well; add pecans.
• Pour into an unbaked, 8-inch pie shell. Bake in a moderate (350°) oven for 50 minutes or until done.

Mrs. Arthur Peterson
Triumph, Minn.

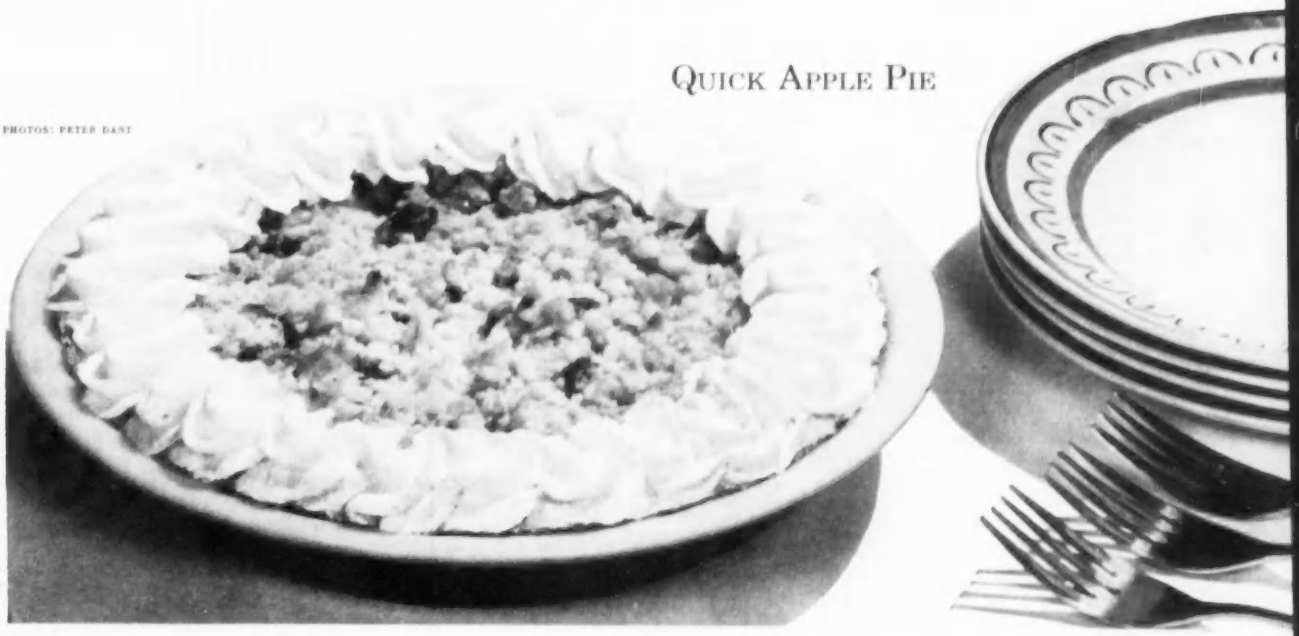
Sour Cream-Raisin Pie

1 c. raisins
½ c. water
1 c. sugar
1 tblsp. flour
1 tsp. nutmeg
1 tsp. cinnamon
¼ tsp. cloves
1 tsp. salt
1 egg, well-beaten
1 c. sour cream
1 tsp. vinegar
Pastry for two-crust 9-inch pie

(Continued)

Quick Apple Pie

PHOTOS: PETER DANT



Oblong, Ill. cook has over 6000 prize ribbons

Mother and Daughter Win Cooking Sweepstakes

Although teen-ager Patty is already a prize-winning cook, it'll take real going to catch up with her mother. Last year alone Mrs. Roy Kintner won 235 blue ribbons plus several sweepstakes at 4 different Illinois fairs. Patty, too, did well last year—she won 10 first prizes and a sweepstakes at the Clark County Fair.

Of course expert cooks like Patty and Mrs. Kintner always use Fleischmann's Active Dry Yeast. "It's so dependable," says Mrs. Kintner. "And it's easy to use," adds Patty.

The country's prize-winning cooks prefer Fleischmann's Active Dry Yeast. That's because Fleischmann's is so easy to use—always rises fast. And with this dry yeast in your cupboard—fresh and ready to use—you'll find it's so convenient to serve yeast-raised specialties. If you bake at home get Fleischmann's Active Dry Yeast—the very best.

Get the New "Thrifty Three"

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KLUTCH forms a comfort cushion, holds dental plates so much firmer and snugger that one can eat and talk with greater comfort and security; in many cases almost **as well as with natural teeth.** Klutch lessens the constant fear of a dropping, rocking, chafing plate. 35c and 60c at druggists. . . . If your druggist hasn't it, **don't waste money on substitutes,** but send us 10c and we will mail you a generous trial box. **KLUTCH CO., Box 5502-K, ELMIRA, N. Y.**

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Most terrific towel value in U. S.! When you buy 10 of these wonderful, new, full-size towels made of unwoven rayon and cotton for only $1.00, we'll send TEN MORE for 5c—or TWENTY in all for $1.05! Others charge $1.00 for FIVE Towels! But order TODAY while supply lasts! Make wonderful gifts. Money-back guarantee.
TOWEL SHOP, Dept. 573 Box, 881, St. Louis, Mo.

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Here is the original Spritz cookie press with the crank-style handle and slender aluminum barrel that fits the hand. It's easier to operate, and four popular design plates make daintier cookies. THIS IS THE ONE YOU'VE BEEN LOOKING FOR. Perfect for holiday baking and gifts. Order now and receive our catalog regularly. With recipes, only $2.50 ppd.

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Join the thousands who rely on our catalog for the unusual in baking needs. The only catalog devoted exclusively to fancy baking, homemaking and cake decorating supplies . . . wonderful things to give your baking that professional touch. HAVE FUN IN YOUR KITCHEN, OR A PROFITABLE BUSINESS, TOO! Write now for your catalog, and order from it to receive our regular mailings.

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KNOX DRINK FORMULA IN EVERY PACKAGE

Good pies

(Continued)

• Combine raisins and water in a small saucepan. Bring to a boil; simmer for 5 minutes or until water is absorbed. Remove from heat.
• Combine sugar, flour, spices and salt; add to raisins. Add beaten egg, sour cream and vinegar. Bring to a boil; cook for 1 minute, stirring constantly. Cool.
• Pour filling into unbaked pie shell. Moisten pastry rim with water.
• Roll out top crust; cut design. Adjust top over filling. Seal and crimp edges.
• Bake in a moderate (375°) oven for 35 minutes, until crust is browned.

Mrs. Clarence Hitchcock
Crow Agency, Mont.

Quick Apple Pie

5 or 6 tart cooking apples
1 c. sugar
1 tsp. cinnamon
⅛ tsp. salt
2 to 3 tblsp. water
2 tblsp. butter
½ box prepared pie crust mix

• Wash, pare and core apples; dice or slice. (Need about 5 cups.)
• Mix sugar, cinnamon and salt. Sprinkle over apples; toss lightly.
• Pack sugar-coated apples into a 9-inch pie pan. Pour water over top. Dot with butter.
• Sprinkle pie crust mix over top of apples. Or cut a chilled stick of packaged pie crust mix into thin slices; cover apples. Sprinkle with sugar.
• Bake in a moderate (350°) oven for 45 minutes or until apples are done. Serve plain, with whipped cream or ice cream.

Mrs. A. H. Lewallen
Chattanooga, Tenn.

Golden Pumpkin Pie

1½ c. pumpkin
¼ c. white corn sirup
2 eggs, slightly beaten
½ c. evaporated milk
2 tblsp. butter
½ c. hot milk
1½ tsp. cinnamon
¼ tsp. ginger
½ tsp. nutmeg
½ tsp. salt
½ c. brown sugar, packed
Pastry for one-crust 9-inch pie

• Combine pumpkin, sirup, eggs and evaporated milk (undiluted).
• Add butter to hot milk; stir until melted. Combine spices and salt with sugar. Add to hot milk.
• Combine the two mixtures and pour into an unbaked 9-inch pie shell.
• Bake in a hot (425°) oven for 15 minutes. Reduce oven temperature to moderate (350°) and bake 35 minutes.

Mrs. Virgil Sommer
Cresco, Iowa

End

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MONEY BACK GUARANTEE

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Fight Colds these three ways

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Aspirin—plus Soda! You can speed up the action of aspirin by taking ½ tsp. soda in ½ glass water. Soda also helps keep the acid in aspirin from irritating stomach.

Soothing Gargle—Mouthwash! To cleanse throat and help remove accumulated mucus, dissolve 1 tsp. soda in ½ glass of water. Soda sweetens breath, too!

A Household Treasure

Arm & Hammer and Cow Brand Baking Soda are pure Bicarbonate of Soda, U.S.P. Write for **Free Booklet** to Church & Dwight Co., Inc., 70 Pine Street, New York 5, N. Y.

For sale: 1,500 fruitcakes

TWO young people of the White Temple Methodist Church, Anaheim, Calif., fruitcake isn't just something to eat; it's something to sell. Last year it put more than $1,000 into their missionary till.

If you should happen to pass this Anaheim church about now you'd sniff a wonderful spiciness in the air. Because it's this time of year that "Operation Fruitcake" gets under way.

In teams of eight, the boys and girls hustle to the church kitchens right after school. There they don aprons and go at their jobs, assembly-line fashion. One team makes cakes; another wraps yesterday's batch.

There's not much fooling around—some 1,500 cakes must be baked for the Christmas trade. But it was the young folks' idea. Working together lightens the load.

This is the fifth year of "Operation Fruitcake." By now these youngsters know that they can sell a one-pound cake for $1—and make 70¢ per cake. Their mothers buy the ingredients, wholesale when possible; a commercial baker loans them a big mixing bowl; they have the use of the church kitchen and equipment. All they've had to buy is ingredients, and 100 small baking pans.

Seventy times 1,500 cakes equals $1,050; no mean sum for a group of teenagers—or adults—to raise! Maybe you'll want the recipe which insures their good sales:

California Fruitcake

1½ lbs. shortening
1½ lbs. sugar
7 large eggs, beaten
1⅔ c. molasses
2 c. buttermilk
4 tblsp. baking soda
3 tblsp. salt
½ c. water
5 lbs. sifted flour
3½ tblsp. cinnamon
1½ tblsp. nutmeg
1½ tblsp. cloves
6 lbs. mixed glazed fruit
3 lbs. dark raisins
3 lbs. light raisins
2 lbs. currants
2 lbs. candied cherries, sliced
1½ lbs. citron, diced
1½ lbs. pitted dates, sliced
1½ lbs. walnuts, chopped

• Grease small one-pound loaf pans. Line each tin with unglazed paper.
• Cream shortening; add sugar, then add beaten eggs.
• Combine molasses, buttermilk, soda, salt and water. Add to creamed mixture.
• Sift flour; measure; remove 2 cups to which add spices; sift again; set aside.
• Toss fruits and nuts together. Add enough flour from weighed portion to coat fruit pieces.
• Combine all ingredients; mix thoroughly.
• Place prepared pans on kitchen scale, one at a time. Add a pound of dough.
• Decorate top of dough with candied fruit and nuts.
• Bake in a slow (250°) oven for 2 hours. Allow 2 inches space between pans for good heat circulation.
• Following day, wrap neatly, ready to sell. Makes 30 one-pound fruitcakes.

—*Joan S. White*

Only Borden's Starlac® gives you these pre-measured quart envelopes!

No muss, no fuss, no measuring! Get three 1-quart envelopes in the new red package.

Just tear off top of envelope of Borden's NEW Instant Starlac . . . pour into a quart of cool drinking water . . . a swish of the spoon . . . and you have the nonfat milk that's *really* ready in an instant.

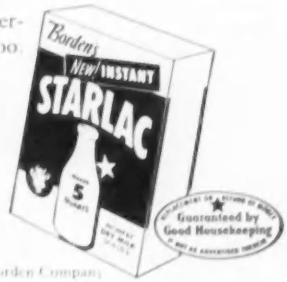
WOMEN VOTE 2 TO 1*... STARLAC TASTES BETTER

From Borden's, famous name in milk, comes New Instant Starlac. No wonder it tastes so good! In recent home-use taste tests,* when women made a choice among leading brands, they preferred Starlac *2 to 1*.

And remember, Starlac is the finest pasteurized milk—with only the water and fat removed. So Starlac will give your family *all* milk's proteins, *all* milk's B-Vitamins, *all* milk's calcium and other minerals.

Wonderful for drinking! Perfect for cooking and baking, too.

NEW INSTANT STARLAC



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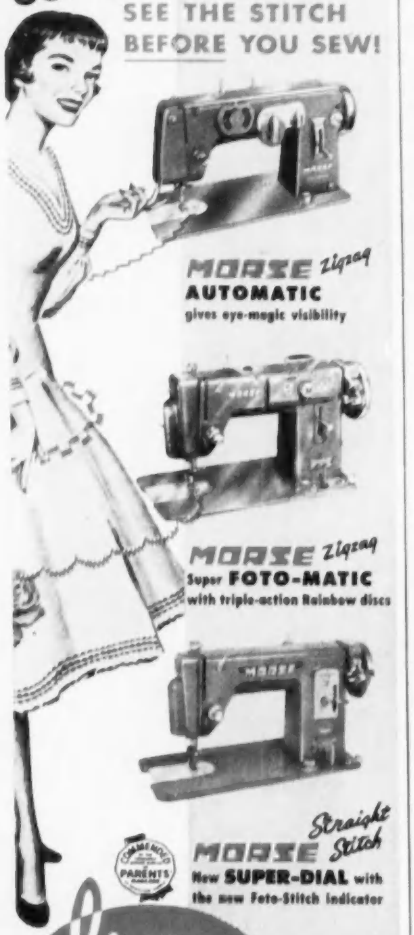

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Square dance

(Continued from page 33)

bers taking turns in calling. An annual membership fee of $8 pays for hall rental and a three-piece orchestra of fiddle, guitar and bass fiddle.

No instruction class was available to members of the Adult Fellowship Group of the Church of the Good Samaritan at Paoli, Pa. So they got their start by buying beginners' square dance records with calls and sheets of instructions. It was slow going until one member, Ford Oglesby, took it upon himself to really bone up. He bought a book on the subject (*Eight Yards of Calico*, by Paul Hunt; Harper Bros., N.Y.; $2.50) and visited square dances within driving range. Soon he was good enough to teach his friends and now he does professional calling as a hobby.

Square dance records are available with or without calls. Most clubs use recorded music with "live" calling.

Some clubs meet at square dance barns or halls, where special nights are reserved for them. Here music and professional calling are furnished.

Woodward's Barn at Bloomington, Minn. (shown on our cover) is such a place. So is Mac's Bar-N (for barn, naturally) at Kulpsville, Pa. A church group from nearby Lansdale got Mac McKenrick interested in calling shortly after the war. The original idea was to provide exercise for a GI with a convalescent leg. Mac now holds classes three nights a week and "open dancing" every other Saturday. Once a month he runs what he calls Family Night. (Whispered aside: The youngsters learn a lot faster than their parents.)

Woodward's big L-shaped barn can handle two clubs at one time. They share the same caller.

Lynn Woodward and his taw (square dance talk for female partner) were among the early birds in the big revival of this form of indoor sport. They organized a club way back in 1939. And it's still going—along with enough other groups to bring the monthly attendance at their barn to 2,000.

Like most regular callers, McKenrick and Woodward attend special conferences every summer to get a line on the newest calls and dances. One such school operates at Estes Park, Colo. Among the leaders there is T. J. Miller, who called for the dancers in the photograph. Miller, like Woodward, gave up a regular job to devote all his time to calling and teaching.

Miller helped the Osawatomie, Kansas, club get started at the request of Glenn Peck, an auto dealer. Peck got on the telephone and lined up a batch of prospects. Forty eight couples turned out for the first lesson under Miller. That was December, 1951. Two years later, the now officially-titled Osawatomie Silver Dollar Square Dance Club had 156 couples—and laid claim to be-

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THE CHOCOLATED LAXATIVE
Buy New Economy Size!

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Sent on trial. Beware of imitations. If your doctor says you have reducible rupture, write TODAY for full information and Free Book on Rupture! All correspondence confidential.

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For baby's teething pains, ask for NUM-ZIT *Teething Lotion*

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"We wouldn't be without Ben-Gay in our house," says Mrs. Ralph McGory of Prattsburg, New York.

"Through the years, Ben-Gay has relieved an awful lot of aches and pains for our family — from strained muscles to tired, aching feet. It's comforting to know that such a marvelous pain-reliever is right there in the cabinet when it's needed."

Millions of people agree with Mrs. McGory. They rely on BEN-GAY for fast, welcome relief from sore, aching muscles. You may have tried other pain-relieving products, but here's how BEN-GAY is different . . . why it's so amazingly effective! It contains up to two and one half times more of two famous pain-relieving agents than any of five other widely offered rub-ins. Here's how Ben-Gay's two-way, pain-relieving action works: First, extra blood is brought coursing up through the affected area. Second, a pain-deadening action starts at once. Yes, for fast, blessed relief, get BEN-GAY! Rub in BEN-GAY . . . rub pain away!

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ing the biggest club in the whole country, despite a town population of less than 5,000.

All dancing isn't square in these clubs, by the way. Running a close second in popularity are the so-called round or couple dances. Many of these are the waltzes, two-steps, schottisches and gavottes of great-grandma's day. Others, more modern versions, carry such colorful names as the Cocoanut Grove and the Salty Dog Rag.

One of the biggest trends is to contra dances (with the couples in lines instead of squares). The well-known Virginia Reel is a simpler one.

Now, perhaps, you'd appreciate a few words of advice from Al Brundage of Candlewood Lake, Conn. As one of the nation's foremost professional callers, Al visits square dance groups all over. He knows what can be good and what can be bad about dancers and dancing.

"To start, join a regular beginners' class if you possibly can. It's the best way to learn. Once you've got the fundamentals and know a few basic dances, learn a new dance occasionally. It'll help hold your interest.

"Dance regularly. If you dance only 'once in a while' you'll get rusty, forget the calls. By the same token, don't overdo. Dancing several nights a week can burn you out. You may suddenly find yourself fed up.

"Dance to an out-side caller occasionally. If your club is large enough, you may be able to afford to bring one in from out of town. If not, get in your cars and visit some nearby club. Or try to attend one of the big square dance festivals or jamborees which are held periodically in various parts of the country. Doing this three or four times a year will add spice and variety. It's fun to dance to a new caller, mingle with new people."

Okay, neighbors, square your sets and get ready for an allemande-left and a grand right and left. . . . **End**

"Now we come to the most delicate part of an appendectomy—the fee."

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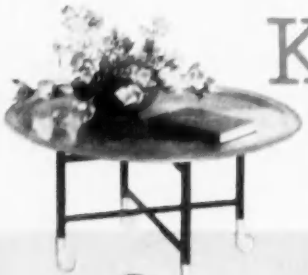
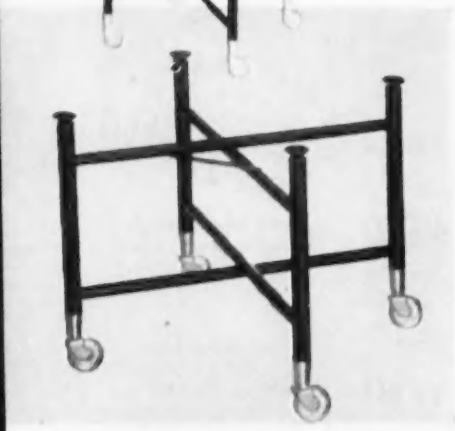
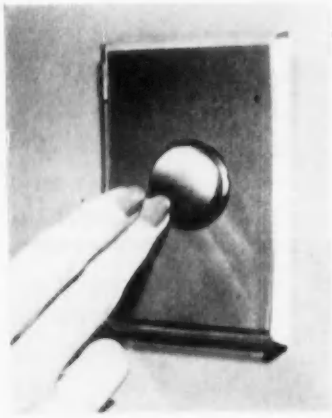
IN YOUR HOME





ROLL-AROUND STAND for a tray makes life easier for a busy hostess. This one has clear plastic castors and folds for storage. Rubber suction cups grip tray so it won't slide. Stand comes in black or natural, costs $8 in department stores. Distributor is Shurtleff, Inc., 1768 Pontius Ave., West Los Angeles 25, Calif.

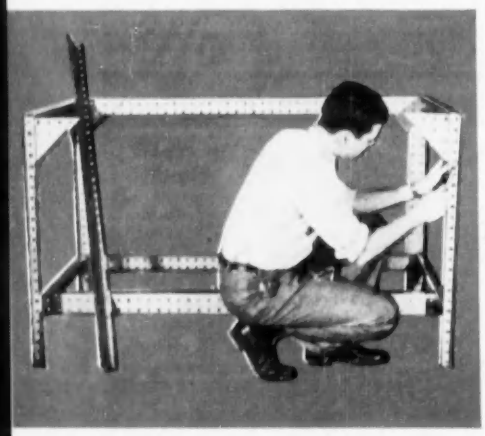
TO CONSERVE SPACE in your kitchen, the new Stor-Mor freezer-refrigerator from Amana takes only half the space needed by a separate freezer and refrigerator of the same capacities. Refrigerator has 9.3 cubic feet of storage space, while freezer stores 297 pounds of frozen food. The 12-inch deep refrigerator doors are fitted with crispers, egg and cheese drawers, pitcher and relish tray, all of which can be removed for serving and cleaning. Every shelf in freezer is a quick-freezing shelf; freezer door has vertical, gravity-fed racks for storing packaged foods.



A MERE TAP OF THE FINGERTIP on this sensitive gold button will operate "Tap-Lite," a decorative new wall switch. Or just touch it with your elbow, if your hands are full. The first button-type switch that works on normal house current, it can be installed without special wiring. Cover plate is transparent Plexiglas with a liner you can paint or paper to match your walls. Depending on number of buttons (one to three per plate), price of the Minneapolis-Honeywell Tap-Lite is $2.30 to $6.50, at electrical supply shops.

LIGHT A FIRE quickly and safely with the aid of a new fire-lighter jelly in a fold-up metal tube. Squeeze out an inch or two of jelly on fuel--any kind--and apply match. Called Fyr Pak, it's odorless, will not backfire or explode. Manufactured by Hibbil, Inc., Stonington, Conn., tube costs 89¢ in hardware stores.

A TINY PORTABLE PHONOGRAPH that operates on flashlight batteries would be a "super" Christmas gift for a college student. The transistor-powered "Mighty Midget" plays over 2,000 records (45 RPM only) on 4 standard flashlight cells. Made by Philco, price is $59.95--or $69.95 for model with storage space for two dozen "45" records.



A WRENCH IS THE ONLY TOOL YOU NEED to bolt together this sturdy pre-cut home workbench. Made of painted steel angle bars, it can be assembled in about 30 minutes. When frame is complete, plywood panels (not included in kit) are bolted to frame to make bench top and shelf. Bench is 5 feet long, 2 feet wide, and 3 feet high. Kit is $18.95 in hardware stores; manufactured by Structo System, Inc., Elyria, Ohio.

Protect your family harvest of prosperity . . . with care for full, thrifty values! It pays to finance where you buy your new cars, when your General Motors Dealer uses the GMAC Thrift-Guard Plan. Make a down payment sufficient to safeguard your car investment and to build higher trade-in value from the start. The GMAC Plan gives you extra financing benefits. You receive truly considerate help toward thrifty ownership if your circumstances change. You have expert help available in emergencies through over 270 GMAC offices in the United States and Canada.

In case of loss or damage to your car, away from home, the nearest General Motors Dealer can help to prevent undue delay by speeding adjustment service! *Ask your own Dealer about all the extra values of this GMAC Thrift-Guard Plan that protect your car investment!*

IT PAYS TO FINANCE WHERE YOU BUY YOUR CAR • ASK YOUR DEALER'
in CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC new cars, and used cars of all makes/
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The Plan that has helped Millions buy cars "on time"

GMAC
GENERAL MOTORS ACCEPTANCE CORPORATION
TIME PAYMENT PLAN

GENERAL MOTORS ACCEPTANCE CORPORATION

Spencer Specializes in solving FIGURE PROBLEMS

Diet alone won't help you when posture is at fault

If the foundation you are wearing does nothing for you — and diet doesn't seem to help — those bulges, droops and sags are probably the result of faulty posture habits. Don't be discouraged. Overcome your figure problem the *easy* Spencer way.

Spencer meets your specific needs wonderfully — by designing your Foundation and Brassiere *individually for you.* This is the *different* support that doesn't exist until your Spencer Corsetiere analyzes your figure and sends exacting measurements to Spencer Designers. You're sure before you buy that your Spencer Foundation will trim your waist, control hips and thighline — with marvelous comfort. You know, too, that it will encourage beautiful posture every minute you wear it, because it will be *designed for you alone* — to lift you to new loveliness!

WRITE TODAY FOR FREE BOOKLET

Send coupon below or Phone your Spencer Corsetiere. Look in yellow pages under "Corsets," white pages under "Spencer Corsetiere" or "Spencer Support Shop." Not sold in stores.

Please send FREE 16-page booklet. I have marked my figure problem.
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SPENCER®

individually designed foundations and brassieres

Mom's a good cop at school crossings!

(Continued from page 37)

many women can direct traffic as well as men, and that more women are available for the fractions of the day when school commuting is at its peak.

"They're kind of like the Army's Wacs," says AAA traffic-safety expert Walter E. Morris. "Putting women in the Army released men for combat duty; putting women in as crossing guards releases regular policemen for tougher assignments, too."

To answer male skeptics who visualize all women as frantic, fluttery creatures, Morris points to the more than 80 girl traffic cops on Washington streets. "Some of them outperform police 'regulars,'" he says. "They're trim, neat and precise—and they pay more attention to the job."

Assistant Police Chief Floyd M. Bowman, of Martinsville, Va. (pop. 17,251), told about one woman crossing guard at a busy five-way intersection who made everybody proud. Hearing the distant wail of an approaching fire truck siren, she skillfully got the kids out of the way, halted all vehicles, directed impeding cars to the roadside, and provided the speeding fire engine a "clear track" to the scene of the blaze.

Not bad for somebody usually considered only in terms of untangling tie-ups between tricycles and scooters!

"Adult" school crossing guards are so named to distinguish them from Safety Patrol "boys" and "girls." The grown-ups aren't meant to replace the familiar juvenile figures with white Sam Browne belts and shiny badges. The kids have already proved their mettle, but the cars, trucks and buses are ganging up on them. They need help.

Although many people don't know it, the youngsters cannot, and should not, try to stop cars. The "Standard Rules for the Operation of School Safety Patrols" state that "the patrol member must stand on the curb, not in the street, and hold back the children until he sees a gap in the traffic."

The trouble spot is that three-letter word "gap." All too often, these days, it just doesn't exist. There have been instances where determined mothers have formed "human chains" across intersections to dam up traffic so their children could cross safely!

Adult crossing guards are a natural outgrowth. Although they usually are not deputized to arrest, they *are* authorized to stop and direct traffic. They can *make the gaps* that might not have existed otherwise. The School Safety Patrols function just as before—holding back the children until it's safe for them to cross. A very effective team.

Police officials are virtually unanimous in their approval of the scheme. Traffic volume varies so much that they need many more policemen during to-and-from school hours than they need the rest of the time. But it's hard to find competent men who can afford to work only 3 to 3½ hours a day (the average for adult crossing guards). Only in recent years has it dawned on police*men* that *women* (bless their versatile souls) are ideal for the job.

Lt. Lewis H. Shumate, Director of the Traffic Bureau for Faixfax County, Va., said, "We have 25 women crossing guards protecting children attending 70 different schools. I don't know how we'd get along without 'em."

Police Chief Herbert T. Jenkins, who is responsible for the safety of more than 60,000 grade-schoolers in Atlanta, Ga., publicized his satisfaction recently in the *FBI Law Enforcement Bulletin.*

Said Chief Jenkins: "We have 85 school traffic policewomen who work directly under the supervision of a police lieutenant and a sergeant. . . . We pay them $3 a working day. Thus, for approximately $60 a month each, we have covered our school crossings and freed regular patrolmen badly needed for other duty. Actually the policewomen work out more effectively than regular law enforcement officers. They have but one interest; that of safeguarding children. . . . Regardless of what emergency might arise, they stay on the job."

And they get to the job, even when alarm clocks fail. One policewoman in Lynnfield, Mass. (pop. 5,700), raced to her post without her skirt (although a raincoat hid the deficiency). Another risked embarrassment on a bitter cold morning by sliding bare feet into boots and jerking an overcoat on over her nightgown. Both made it on time and somehow managed to survive the anxious and frigid minutes until the

"Put down that paper and tell me how you want your eggs!"

job was complete. The winds were kind.

Another bonus is that women take a personal interest in each child. Some of them learn 300 to 400 children's first names, thus can call out, "Jimmy! Get back on the curb," instead of a male policeman yelling "Hey, you, get back." The latter might leave Jimmy wondering which "you" just long enough to step in front of an oncoming car.

Few women are ready-made traffic cops, though. In Atlanta, some of the best candidates got cold feet at the thought of standing "out there in front of everybody" until, as Chief Jenkins reports, "a local charm school came to the rescue."

"The instructors taught our policewomen how to stand properly; broke the typical housewife pace of dashing madly from one chore to another down into a graceful glide . . . supplied ideas for new hairdos . . . taught housewives how to wear their uniforms. Within a few days . . . our recruits acquired amazing self confidence. . . . Twenty of the 35 who made up the original group five years ago are still with us."

The savings achieved by substituting part-time crossing guards for full-time policemen always bring joy to town and city treasurers. Pittsburgh figures its saving as $336,000 a year—the difference between $426,000 for full-timers and $90,000 for part-timers.

Here are suggestions to get you started if your town has never considered the use of part-time adult guards.

Feasibility: Don't rule out the idea too quickly if it looks like your town budget couldn't pay for proper training and uniforms. Perhaps the system could be administered by the county, as it is in some areas in Virginia. Or you might look into a co-operative training system with other near-by towns.

Selection: This should be supervised by the chief of police, and should be based on written tests, a personal interview and a physical exam by a doctor. Set the minimum age at 21, in event of court actions, and rule out elderly candidates who may be well-meaning but actually not fast enough for such work. Many towns set age maximums at 45 for women and 55 for men. *Establish a preference for housewives whose children attend school in the area.*

Liability: See that adult crossing guards are covered by some type of accident insurance policy and that they know what it provides.

Training: This is important; it may spell the difference between success and mediocrity. It's too big a subject to be covered here, but *don't* expect good results if guards are told merely to "walk out in the middle of the street, put up a sign, hold up your hand and blow your whistle." There's a lot more to handling traffic than that. Instruction should include both classroom work and practice sessions. Several courses now operating are two weeks long.

Uniforms: Don't be stingy on these, especially if you want to attract the women. A little extra money goes a long way here. Best approach is to follow the example of the Wacs, Waves, Spars and lady Marines: Tailor uniforms as stylishly feminine versions of the garb worn by local police. Don't try slacks. Montgomery County, Md., did for a year and found the women didn't like them. Somehow, men drivers pay more attention to a figure clad in a skirt.

What should uniforms include? Lynnfield, Mass., provides each of its four policewomen with cap, overcoat, raincoat, jacket, skirt, shirts, ties, gloves, scarf, badges, insignia, whistle and whistle hook. Cost: about $160 for a complete outfit.

If by now you want more detailed advice, visit your local AAA office or write to the American Automobile Association, Washington 6, D.C., and ask for a copy of: *Adult Crossing Guards: A Guide to Selection, Training, and Operation.*

Then, when the big day arrives and your trim well-trained "mothers in uniform" take their posts, you'll probably agree with one close-mouthed, masculine observer whose only comment was, "Somebody should have thought of this sooner." **End**

GOT A NASTY COLD?

NEW BROMO QUININE® GUARANTEES YOU MORE COMPLETE RELIEF than any other cold remedy!

Unlike aspirin and other so-called "remedies," new Bromo Quinine is a *real* cold tablet. Its exclusive medicinal formula now contains an amazing new Citrus BioFlavonoid—plus the five potent cold-fighting ingredients that have made Bromo Quinine so famous. It now guarantees the most complete relief possible from *all* these cold miseries:

1. Runny or stuffy nose
2. Headache
3. Muscular aches and pains
4. Fever
5. Temporary irregularity

NEW BROMO QUININE — with a Citrus BioFlavonoid—is specifically designed to help relieve more cold symptoms, including those caused by viruses, than any other leading product.

HERE'S NEW BROMO QUININE'S AMAZING GUARANTEE:

If you have ever bought any cold remedy—at any price—that brought you:

- MORE COMPLETE RELIEF
- FASTER RELIEF
- LONGER-LASTING RELIEF

. . . simply return the unused tablets and your money will be promptly refunded.

When you've got a real cold - get a real cold tablet BROMO QUININE

This 49½c Storm protects your family

WINTER COMFORT! You can hardly see the new TRANS-KLEER storm windows—it's wonderfully transparent—but it protects you and your loved ones from winter's cold blasts and humidity. Saves dollars, too, in fuel bills. It's your cheapest health insurance. Yet the window illustrated here only costs 49½ cents! This TRANS-KLEER material is produced by the plastics division of famous REYNOLDS METALS COMPANY.

Sensational Discovery Used by U. S. Army To Fight Arctic Cold

Now . . . Storm Windows need not cost you up to $14.00. American industry has developed a light weight flexible product that enables you to seal out wintry blasts for only 49½¢ a window! Imagine it! For pennies per window you can insulate every room in your home! This new wonder material was developed by a billion-dollar American firm—for use by the U. S. Government during the last war. It looks like glass, yet can't peel off, never chips, shatters or rattles. It's actually flexible like rubber. This wonder product possesses the tensile strength of over a ton for every square inch! Yet it is crystal-clear, not milky or yellowish like some plastic materials. It weighs less than one tenth of the lightest glass storm windows developed. Even a very large window comes to less than 8 ounces! This amazing new kind of window is not affected by snow, sleet, rain or dampness because it is 100% waterproof. Resists climate changes — won't crack even at 53 degrees BELOW FREEZING! Although it costs you only pennies you can use and re-use it year after year for winter protection and comfort.

Used by Army in Alaska and Iceland

One of the big problems facing American and Allied generals in World War II was how to defend their troops and protect equipment against the ravages of Arctic winters. One of the world's greatest defense firms was ordered to build a special plant and soon millions of yards of this new material was moving out to Canada, Alaska, the Aleutians, Iceland, Greenland and the cold European theatre of war.

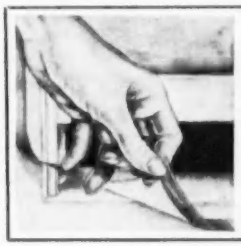
This material could not be purchased for love or money in those critical days. Every last inch went to protect our men, vehicles, ships, planes and weapons. Our boys and guns came first and the public had to wait. Finally it was released to the public and ever since, the demand has been greater than the supply! The Gary plant of famous REYNOLDS METALS COMPANY is working round-the-clock trying to supply it!

NEW TRANS-KLEER STORM WINDOW GOES ON OR OFF IN ONLY 5 MINUTES!

NO HOOKS, NO NAILS, NO SCREWS

ONLY 49½c FOR 10.8 SQ. FT. WINDOW!

The installation of Trans-Kleer Storm Windows is simplicity itself. The lady of the house can do it in 5 minutes or less! You need no nails, hooks, screws or tools! No back-breaking toil! No broken glass to contend with! Cut off required amount, trim to fit the inside of your window, large or small, square, round, rectangular — it makes no difference! Then press on the special ADHESO border and your window is firmly in place for winter-long protection! Cost to you: only pennies per window! And this is a storm window that can really take those wintry gales. And it won't rattle or shatter or chip! Yet, Trans-Kleer Windows, because of the LOW CONDUCTIVITY development of expert chemical engineers, give you real winter protection, actually help keep cozy warmth inside, frigid temperatures out of your home. You save many dollars in fuel bills alone — to say nothing of the health protection and downright comfort!



JUST LIFT ADHESO BORDER FOR AIRING

If you wish to open your TRANS-KLEER storm window for ventilation at any time, just lift from the bottom after first loosening the Adheso border. Raise as high as you wish. After ventilating, you will find the Adheso tape seals just as tightly as when you first applied it to the frame! It is TOP-QUALITY adhesive material and retains its effectiveness over long periods of time.

Low First Cost — No Upkeep Cost!

TRANS-KLEER comes in kits 36 inches by 432 inches and costs you only 4.95 complete with Adheso border! That is enough for 10 windows — each measuring 10.8 square feet — just 49½c each! Naturally, smaller windows cost you less while larger windows use more material. In all you receive 108 SQUARE FEET! Imagine it! 108 SQUARE FEET for the rockbottom price of only 4.95. Good GLASS storm windows cost from $7.95 to $16.00 or more, depending on size and quality. For ten you'd have to pay $79.95 to $160.00. They're fine if you don't mind the cost and waiting time! But if you want to save and get real winter protection AT ONCE, then the sensible buy is TRANS-KLEER! For pennies you enjoy cozy comfort. You save plenty on fuel bills. You also get health protection for your entire family and you need not contend with broken glass, storage problems, installation difficulties. Your TRANS-KLEER Storm Window is put up in 5 minutes, tops. The entire 10 are easily installed in 30 to 50 minutes. It's simplicity itself! Even a school boy can do it! You save on first cost. You have no upkeep cost! That's why year after year more and more people — even those who can afford expensive storm windows, are demanding this economical, yet effective way to save fuel, protect health, enjoy winter-long comfort in every room of their homes!

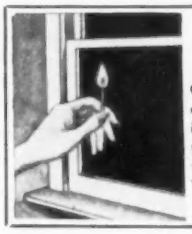
Use Year After Year

With TRANS-KLEER you have no storing problems. At winter's end you fold away like cloth for the following winter — year after year! You can air your room so easily — any time! Lift ADHESO border to let in fresh air — then press on and it's sealed tight again! Easy to clean, too! No soap or detergent. They come clean with a damp wash rag! It's no wonder that so many home owners, hospitals, public buildings and churches have adopted this amazing REYNOLDS product to fight winter's chills and humidity.

Window all winter!

Over 2 Million Windows Sold Last Year

For years, demand for Trans-Kleer has outstripped the supply. Lucky buyers of the first windows told their neighbors and the word spread. Last year alone, over 2,000,000 were sold, yet thousands of folks were disappointed when the supply ran out. Advertising had to be curtailed and our huge supply was exhausted earlier than anticipated. There will be another wild scramble for them this year. Production has been planned for 2,500,000 windows this year – but even the huge total might not be enough unless you act FAST!



MAKE THIS TEST!

On a windy day, hold a lit match inside a closed window. The first gust of wind will blow it out. Now put up your Trans-Kleer window . . . you'll find that a lit match, held inside the window, will NOT blow out EVEN IF YOU KEEP YOUR REGULAR WINDOW OPEN!

Now You Can Test Trans-Kleer in Your Own Home Without Risk

Lots of folks already know about TRANS-KLEER from their neighbors. But if you have never tried them, here's your chance to get them on a HOME TRIAL BASIS. You can't lose a single penny. Mail the coupon below and a 36 by 432-inch kit – 108 SQUARE FEET – will be shipped to you immediately, complete with Adheso Border. Deposit only 4.95 plus postage with the mail man. Try TWO windows in any room of your home. Test them as you see fit. See for yourself how they seal out drafts. Now compare the temperature – any 25 cent thermometer will do – yes, compare the temperature with any other room in your home! See the difference. Feel the difference. Then YOU be the judge. If you're not convinced they're every bit as effective as any storm window on the market – if you are not satisfied in EVERY way, keep the TWO windows and return the balance of the material and get your 4.95 back at once!

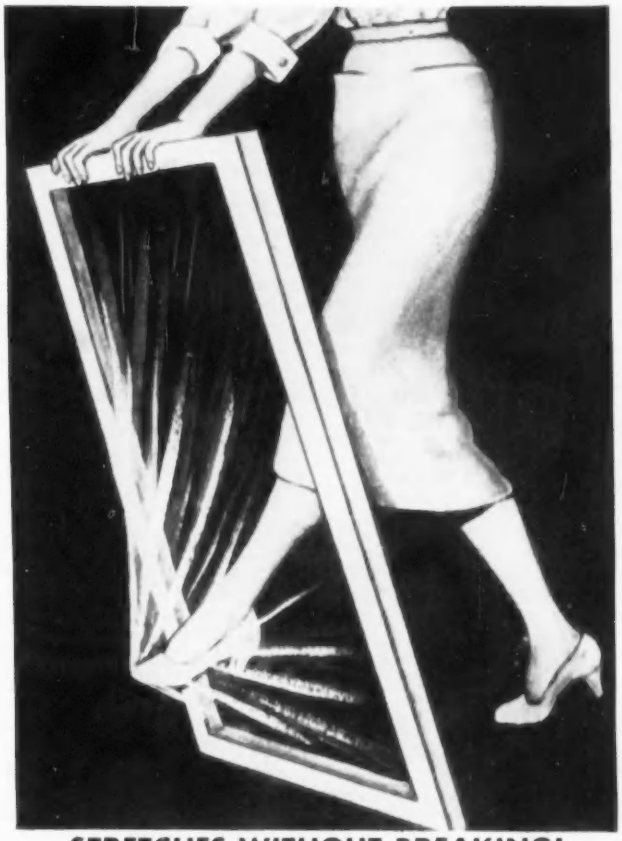
To Avoid Disappointment, Order at Once!

Millions of folks in the U. S. and Canada are reading this same ad in hundreds of magazines and newspapers. Despite enormous production facilities, the REYNOLDS ALUMINUM people can turn out so much and no more! Don't wait until it's too late! Play safe! Rush the coupon NOW! If you wish to save postage cost, send check, cash or m. o. for $4.95 and the windows will be shipped postage free.

Advice To Readers

To Obtain Best Results From Storm Windows

All types of Storm Windows, glass, thermopane, plastic can save many dollars in fuel bills if used right. Follow these 5 rules for best results: 1.—Check all leaks. 2.—Make sure windows fit tight. 3.—Caulk aluminum type before installing. 4.—Store wooden frame type in dry place to prevent warping. 5.—Replace all cracked panes at once. Trans-Kleer ends storage, caulking problems, shattered glass, panes to replace, leaks to seal! No hard toil to put on or remove! Put on quick INSIDE regular window with new, improved ADHESO border. Lift Adheso border to let stale air out. Press back and you have perfect sealed-in insulation again! (See picture) Freezing weather is coming. Play safe! Order your TRANS-KLEER windows NOW! MAIL COUPON TODAY!



STRETCHES WITHOUT BREAKING!

This amazing storm window stretches without breaking! Has tensile strength of over one ton per square inch! Push it with your foot – it stretches – then springs back undamaged! Developed for Armed Forces in last war. Installs quickly, easily inside windows of all sizes. Made by world-famous REYNOLDS METALS COMPANY.

ORDER DIRECT FROM SOLE DISTRIBUTORS:

THORESEN'S

352 Fourth Ave., Dept. 17-M-47 New York 10, N. Y.

Canadians: Save tariff by ordering direct from THORESEN LTD., 45 St. James St., West, Dept. US-47, Montreal 1, Que. Same prices. Same money back guarantee. Immediate delivery from Montreal.

RUSH FOR FREE HOME TRIAL!

THORESEN'S Dept. 17-M-47
352 Fourth Avenue, New York 10, N. Y.

RUSH the following kits TRANS-KLEER measuring 108 SQUARE FEET each (enough for 10 windows averaging 10.8 square feet each). Include improved ADHESO Sealing Border and easy picture instructions. This order is on a Home Trial — money back guarantee basis. I must be satisfied in every way. I shall use enough material for 2 WINDOWS in any room of my house — without obligation. They must seal out drafts. I must SEE the difference on my thermometer. I must FEEL the difference. Then, if I am not convinced that they are every bit as effective as any costly storm window in the market — if I am not satisfied for any reason, I shall KEEP the 2 windows FREE returning the remainder in the next week for quick refund of the FULL PRICE—no questions asked!

CHECK AMOUNT DESIRED BELOW
— Note Special Quantity Savings —

- ☐ 1 KIT (108 Sq. Ft.) for 10 windows—$4.95
- ☐ 3 KITS (324 Sq. Ft.) for 30 windows—$11.95
- ☐ Payment enclosed. RUSH postage FREE.
- ☐ 2 KITS (216 Sq. Ft.) for 20 windows—$8.95
- ☐ 6 KITS (648 Sq. Ft.) for 60 windows—$20.95
- ☐ Send COD plus postage.

Name .....

Address .....

Town ..... State .....

CANADIANS: Save tariff by ordering direct from THORESEN'S LTD., 45 St. James St., West., Dept. US-47, Montreal 1, Que. Same prices. Same money back guarantee. Immediate delivery from Montreal.

They've been workin' on the railroad

(Continued from page 31)

since 1950. It sits only 26 inches off the rails, compared with 51 inches for conventional trains. Both coaches and engine weigh half as much as conventional equipment, but are just as safe and well constructed. Each of the four 103-foot coaches is articulated (hinged) at two places so it bends going around curves, with pivoting axles that follow the track better and eliminate lurch and sway.

The center of gravity is lower, too, in keeping with the "sports car" design. You can set an open Coke bottle on the seat while the train rounds a bend at 90 miles an hour, and never spill a drop. Seats and interiors are of washable synthetics, to cut down upkeep. A central power plant in the engine supplies light, heat and air-conditioning for the entire train. (Standard trains, following tradition, have a separate—and expensive—generator under each car.)

The Rock Island will break in the Jet Rocket on a Peoria-Chicago run, plans to expand service as it gets additional American Talgos. At first, fares will be the same as for regular trains, but the Rock Island plans to cut them radically as soon as it knows how big the cuts can be.

Train X, soon to go into service for the New York Central and the New Haven, is another Talgo-type, modified from an experimental train built by Pullman-Standard for the Che-apeake & Ohio back in 1947. Each coach unit is actually five cars—one two-axled car in the middle where passengers board, and two single-axled cars riding "piggyback" on either end. Like the Jet Rocket, it's low-slung (21 inches off the rails), with lightweight construction and a low center of gravity. There's a central power plant in the lightweight engine, too, to cut maintenance costs.

The Aerotrain. At first sight this ten-coach train, designed and built on speculation this year by General Motors, looks like a string of buses following closely behind a shepherding locomotive. That's because GM actually used buses for the coaches!

Designers added 18 inches to the width, for roomier seats and broader aisles, put in lavatories and self-service canteens where the engine and bus driver used to be, and hooked the body onto railroad wheels with an air-cushioning design that's also standard bus equipment.

Result: A lightweight train for less than $1 million—a real bargain when a single conventional passenger coach costs as much as $250,000. And with assembly-line production, say GM engineers, they can get the cost down to $400,000. (That's about the same per-seat cost as the double-decked Greyhound Scenicruisers.)

GM has let the Pennsylvania Railroad borrow the new train for test-run service following its premiere showing at the GM Powerama in Chicago last month.

Another Aerotrain will be loaned to the New York Central. Other lines, including the Santa Fe, will get their chance to try the two trains later. Unlike the Jet Rocket and Train X, the Aerotrain isn't suitable for dining cars or sleepers, probably won't be used for runs longer than 500 miles. It's built for 2c-a-mile-fares, according to its maker.

The Budd Tubular Train. This stainless-steel train, being built for the Pennsylvania Railroad, is bigger than other lightweights but features low-slung passenger seats for a more comfortable ride. The passenger cars get their heat and light from a "power car" that rides along with them. The tubular construction cuts down weight and makes it cheaper to run. The Pennsy plans to use the Budd train on its Pitts-

Furnace

COMFORT

without furnace cost!

If you want the comfort of central heating without its cost . . . a Perfection gas or oil-fired heater is *your* answer. Behind these beautifully styled exteriors you'll find the same comfort-giving features that are built into nationally famous Perfection furnaces. These include the exclusive Regulaire control that ends cold floors. Unmatched guarantees, too. See your Perfection dealer for an actual demonstration of how *you* can enjoy furnace *comfort* without furnace *cost*. Perfection Industries, Inc., (formerly Perfection Stove Co.), 7650-C Platt Avenue, Cleveland, Ohio.

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HOME HEATERS • FURNACES

burgh-New York run early next year.

Another Budd innovation is the Hot Rod, a high-speed coach train which the New Haven Railroad will put into service between Boston and New York. It consists of six coach units, each propelled by two 300 h.p. diesel engines. Each engine drives one axle through an automobile-type tongue converter. The train has cabs at both ends, so there is no need for turn arounds. It is expected the high speed performance will compete closely with Train X and Talgo.

Recent U.S. interest in lightweight trains stems from the end of World War II, and especially 1950 when the Spanish Talgo lopped four hours from the 12-hour schedule between Madrid and the French border. The most unusual feature of the Talgo is a one-way "piggy-back" coach design, with one-axle cars that each rest on the car in front of them. (Both the Jet Rocket and Train X have borrowed this idea, but modified it so cars can run in either direction.)

C&O ordered the original Train X before the first Spanish Talgo was out of the shops at AC&F. Since 1950, delegations of American railroad executives have been making pilgrimages to Spain to see for themselves that Talgo really does run fast and cheaply.

The railroads plan to use lightweight trains mostly for shorter runs between large cities where high speeds and bus-fare rates will attract both bus and airline passengers. But they have some money-saving ideas in the works for cross-country travelers, too.

Closest to completion is Budd's Siesta Coach, a roomette-type car that you'll be able to ride at coach rates plus $5 or $6 for your private compartment and bed. The Burlington has ordered two Siestas for each of its new Denver Zephyrs.

Another cross-country economy design is Pullman-Standard's Day-Nite-Duplex, a coach with two-seat compartments. Each seat converts into a sort of chaise longue. Fares for the Day-Nite-Duplex shouldn't be any higher than normal coach rates.

It's the new lightweight trains, though, that are most likely to pull the railroads out of passenger operating deficits like last year's staggering $700,000,000 loss. With trains costing half as much to build and running faster and twice as far for a dollar, they're sure they can get your business with their new low fares. After next year's "shake-down cruise" of the big four—the Aerotrain, Train X, the Talgo Jet Rocket and the Budd Tubular—they'll know which style to pick for quantity buying. (New Haven president Patrick McGinnis wants to buy 30 lightweight trains in the next few years.)

Then it may be up to the buses and airlines to meet train competition, instead of the other way around. **End**

New greaseless way to keep your hair neat all day

Hunting for a greaseless hair tonic? Vitalis tames wild hair with V-7, the unique grooming discovery that's not mineral, vegetable or animal oil. You never have an unsightly, over-slick, plastered-down look.

And Vitalis protects you handsomely from hair and scalp dryness. Try it—you'll like it. (And your mate will purr with pleasure.)

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Activated! Sanitized! ActivO is a composition of friendly **bacteria,** quick-acting enzymes, and biotic factors, proved helpful in septic tanks and outdoor toilets. Complete details with every package. Dealers. On trial bag, enough for 2 to 8 treatments, $1 postpaid.

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Want to take a trip?
Here's some **travel values**

Selected by
PETER J. CELLIERS
TOWN JOURNAL *travel editor*

YANKEE Winter Week End" of 18th-Century living at recreated New England village means pheasant dinners and pie breakfasts by open fires—handcrafts, sleigh rides, square dancing and "sugaring off" maple syrup in snow—Friday to Sunday at $35 (1). Or ski fine trails at Mont Tremblant in Canada at $120 a week for two, $58 each round trip by air from New York (2).

● **For February sun and fun** try New Orleans at Mardi Gras. Book early for inclusive six-day "package" at $125 (3). Southern flower gardens are bright by December—though peak is in March. Camellias are tops in January—at Charleston, S. C. (4), Fernandina, Fla. (5), LaFayette, La. (6), Mobile, Ala. (7).

● **See South and West** by rail from Chicago—in 21 days to New Orleans, across Texas and Arizona, up through California, back over Rockies. Inclusive cost of luxury tour is $595 (8). Or hunt deer and bear through Jan. 2, goose and duck to Jan. 14, quail to 31st around Lake Mattamuskeet, N. C. Lodge provides everything, even dogs, for $20 a day (9).

● **Off the beaten path** in Mexico—camp in comfort by an old hacienda, jaunt by car to isolated villages, pack on horseback into Sonora mountains. Two-week escorted group trips in December and January cost $153 excluding fare there (10). Or go to Guatemala's lovely highlands and strange Indian markets—in 19 days for $425 by sea from New Orleans with call in Cuba (11). Festive Rio carnival week in February is part of 24-day South American air tour via jungle-hidden falls of Iguassu to Buenos Aires—for $1,229 from Miami (12).

● **Caribbean excursion** air fare through December 15 is $92 from Miami to Bahamas and Jamaica and also Grand Cayman, one of the colorful, unspoiled lesser islands (13). Call at Grenada—loveliest, I think, of the Caribbees—highlights 16-day cruise from New York Jan. 11 at $325 (14).

● **Round-the-world cruise** from New York in January takes 97 days, costs $2,900 (15)—plus up to $1,949 for shore trips, say to mountainous edge of Tibet or to temple city in Siamese jungle (16). Round-world voyage, no cruise, is $854 via Australia and England (17). A 48-day yacht cruise to South Seas from Los Angeles, is $2,495 (18).

● **Christmas at Bethlehem** highlights 21-day tour from New York Dec. 10 at $1,268 by air to Rome, Cairo and Holy Land (19). Or go to Europe—at thrift-season fares up to Mar. 31 by air, April 14 by sea (20). March and April are trade fair months—listed in a free guide (21)—and business aim can mean tax saving. Take the family, too, at cut rates—$600 each for husband, wife and two children on 17-day tour of England, France and Italy by air from New York—instead of $750 alone (22).

● **Raincoat or sunhat** for your trip? To find out, call your nearest airport. Any airline there can forecast the weather at destination. **End**

Travel Values, T3, TOWN JOURNAL, 1111 E St., N.W., Washington 4, D.C.

I want more details on items circled: 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22

Name.....Check if for school use ☐

Address.....

(We'll send your query to the best travel source for a helpful reply)

PERFECT COCONUT CREAM PIES IN HALF THE TIME!

1. New and nifty! Lots of shredded coconut right in this new Jell-O Coconut Cream Pudding and Pie Filling!
2. Takes only about 5 minutes from package to pie shell!
3. One package makes a superb pie—or enough pudding for four delighted people. Buy some Jell-O Pudding and Pie Filling today.

Vanilla
Chocolate
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Coconut Cream

JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORPORATION

NEW!

King-Size Raisin Package--

For You Who Like To Bake!

Only raisins this good can make cake this good! Delicious! Absolutely! For DEL MONTE Raisins are so rich in *natural* flavor. Plump, tender cushions of *natural* sweetness. No preservatives. No artificial flavoring. Packed now in a new wax-protected thrifty *king-size* carton—exclusive with DEL MONTE Brand. Simply wonderful for folks who like to bake a lot!

QUICK! EASY! MERRY DAY CAKE

First bake a spice cake in two layers (your favorite mix or recipe). Then frost and fill with this gala frosting:

- 1 package fluffy white frosting mix
- 1½ cups DEL MONTE Raisins
- ½ cup walnuts, chopped
- 2 tablespoons coarsely grated orange peel

Make frosting. Fold in nuts, orange peel and DEL MONTE Raisins. (And munch a couple. They're grand eating right from the box . . . like candy.) Spread between layers, frost and serve to a wreath of happy smiles. Try it and see if this isn't so! In Raisins, and Prunes too, DEL MONTE puts *flavor first!*

Del Monte® RAISINS

Now in 3 carton sizes: King-Size . . . Regular . . . Snack Pack

Quickies

for easier homemaking

Suet Shredder—When your recipe calls for finely cut suet, try shredding it on the finest part of a vegetable grater. Be sure to chill the suet first.—*Emma G. Mull, Pennsylvania*

Warning Signal—Cover several two-pound coffee cans with reflector tape, fill them with sand, and carry them in your car trunk. They can be set out as warning signals if you have car trouble at night. Sand will keep cans upright, and it may come in handy in icy weather.—*Mrs. Doris Scott, Colorado*

Tool File—Fasten a toothbrush holder over your work bench to hold small tools.—*Mrs. Howard Day, Texas*

Paint Brush Tip—Before you start to paint with rubber-base paint, dip your brush in water; squeeze. Washing brush afterwards will be easier because the paint doesn't harden as quickly near base of wet brush as on a dry one.—*C. L. Foot, Iowa*

Bandage Protection—Keep a bandaged hand dry while preparing vegetables or washing dishes by covering it with a quart-size plastic freezer bag. Place hand in the bag and secure at the wrist with a rubber band.—*Clara E. Rains, Ohio*

Drying Permanent Pleats—To keep material from clinging together when drip-drying a permanently pleated skirt, fasten the waistband around a kitchen kettle that has a bail. Hang the kettle from shower head over bath tub while the skirt is drying.—*Rosemarie Gates, Kentucky*

Paper Cutter—The serrated metal edge of a waxed paper box is handy for cutting out articles, recipes, etc., from newspapers and magazines. Leave about an inch of cardboard along the edge of

the cutter when you remove it from the box.—*Martin Ferency, Michigan*

Pressing Cloth Holder—Fasten two strips of elastic about six inches long to the under side of your ironing board to hold your pressing cloth. Cloth is always at hand when you need it.—*Mrs. Ursa Ward, Iowa*

Dripless Grinding—To prevent juice from dripping out of the back of your food grinder, put a small wooden wedge between table and screw clamp. Half of a spring clothes-pin can be used to tilt

the grinder forward so that juice flows out with the food being ground.—*Pauline Melov, Minnesota*

Laundry Basket—A baby bassinet which rests on a stand can be used as a laundry basket. Make a lining of plastic material to fit inside.—*Mrs. Lawrence MacDonald, New York*

Frozen Parsley—One bunch of parsley for flavoring will last for weeks if you roll it in a tight ball, wrap in foil, and freeze. Just unwrap and shave off parsley as needed. Rewrap at once and return to freezer.—*Mrs. W. Waterman, California*

Plant Holder—A 6-part wire drinking-glass carrier makes a useful and attractive rack for small potted plants. You can carry plants in a group to the kitchen to be watered.—*Mrs. Grace Nelson, Massachusetts.*

Matching Plaid Material—To be sure of a perfect match when working with plaid material, line it up at the edges and fasten in place with masking tape before you cut fabric.—*Mrs. G. S. Carlson, Illinois*

Easy Top Crust—Roll out dough for top pie crust and cut small holes in it with a floured thimble. Arrange holes to make simple design.—*Mrs. Hyacinth Valentine, Florida*

We will pay $5 on publication for each household hint we print. Quickies must be original and not previously published. Address: Quickies, Town Journal, Philadelphia 5, Pa. We are sorry that we cannot return any material sent to this department.

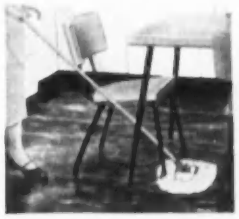
New O-Cedar

"Every-Which-Way" NYLON **Mop**

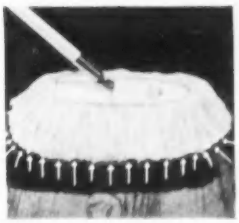
. . . makes dusting easier than ever before!

"Magne-Static" Action picks up and holds more dust!

The sensational new O-Cedar "Every-Which-Way" mop, with its big 100% virgin nylon pad, actually attracts dust . . . and holds it until you shake it free. Because it adjusts to *any* position at the slightest touch . . . it twists in and out of hard-to-dust places . . . steers around chair and table legs . . . glides under low, heavy furniture. Washes easily and dries quickly—just like your nylon stockings. Choice of beautiful pink, blue or white nylon, $3.95. In fine cotton yarn, $2.59. For dusting that's easier than you've ever known—insist on the colorful new O-Cedar mop that goes "Every-Which-Way"!

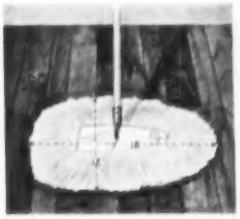


"Magic Action" Swivel Socket steers mop around chair and table legs.



"Magne-Static" Action of nylon yarn attracts dust like magic.

FAMOUS TRIANGULAR DUST MOPS NOW IN BEAUTIFUL PINK, BLUE OR WHITE NYLON $3.49



Just a twist of the handle adjusts pad to dust a 50% wider path.

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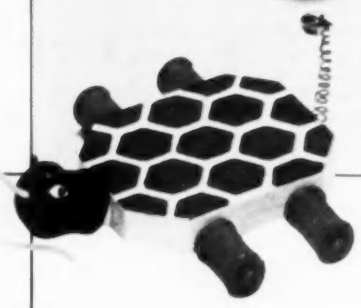
Chicago, Illinois · Subsidiary of
AMERICAN-MARIETTA COMPANY
O-Cedar of Canada Ltd. Stratford, Ontario

A·M

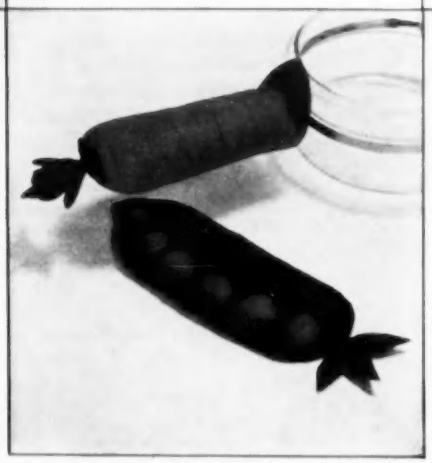
Man-sized Book Ends are plaster, weighted so they hold firm. Make a wedge-shaped wood mold 5x5x3; pour in plaster and add 4 ounces of scrap lead. For golf ball and tee design, glue chips of broken dishes to plaster. Fill spaces between with spackling compound; wipe off. Paste felt to bottom and back. Our "marble" book end is covered with adhesive plastic.

Carnival Candlesticks are tin cans—baby food or evaporated milk size. Candles are held by 3 big metal washers, glued in a stack in bottom of can to weight it. Designs are strips of gift wrapping paper, glued on like a label, protected with clear plastic spray.



Turtle Pull-toy is made from a scrap of $\frac{3}{4}$-inch wood, about $3\frac{1}{2}$x $4\frac{1}{2}$. Thread his spool legs loosely on 2-inch screws with a washer at each end. His head is also a spool, covered with a crutch tip. Tail of coiled copper wire is tipped with a dime-store jingle bell.

Gingerbread Boy and penguin can be stuffed with small stocking presents Christmas Eve. Sketch outline of figures, 16 inches tall, on wrapping paper. Cut gingerbread boy of brown felt, back and front alike. Appliqué felt decorations to front before seaming to back. Slit back across shoulder to make opening for toys. (For penguin pattern see More Gifts to Make.)



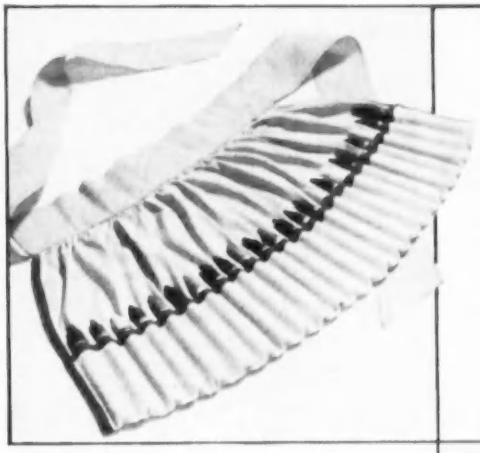
Pot 'n' Pan Handlers will please any cook—Grandma or bride. You buy quilted holders in the dime store (2 for 49¢) and slipcover them with felt. Carrot markings are embroidered; peas are light green felt appliqué on dark green pod. Sew a ring under tassels, to hang on kitchen wall.

Smart gifts to make *for next to nothing*

By Kathryn Larson and Pat Grooms

Decorator Tray comes from dime store—black metal at 50¢. It's smartened with a harlequin design of diamonds cut from adhesive plastic—some marbleized, some white. Equally sophisticated and easy for a child to make is a checkerboard design of 2-inch squares.

PHOTOS: PETER DANT



Crayon Apron keeps colors handy and also protects a wee tot's dress. Apron is heavy cotton, 12x 23½ inches, bound with bias tape. Turn 3-inch hem to front, and stitch to make 24 pockets for crayons. Gather apron on a 13-inch band; and sew on 21-inch ties.

Animal Clips keep papers sorted on Dad's desk, or hold Mother's recipes. To make, glue half a small cork to snapper clothespin and paint. Add eyes of map pins, stiff paper ears, bristle whiskers for rabbit, or yarn mane and rubber-band harness for horse.

Plastic Jewel Boxes are handy travelers. Round one for Dad's cuff links is a cheese box; or you can find plastic boxes in the dime store. Cut felt to line bottom and sides of box, whipstitch together in box shape. Cover cardboard dividers with felt—glue it on.

(Turn page for more gifts)

Here's warmth you can wash!

these insulated boots wipe clean inside and out... dry instantly!

Wonderfully warm and easy to wear, insulated Thermo-lites really help take the sting out of winter! These lightweight, non-rubber boots are *budget-priced*, too! You can outfit your whole family with Thermo-lites for much less than you'd expect. Be sure to see the many attractive styles and colors at your favorite shoe or department store *now*.

TOURRAINE
Women's and Children's trim-fitting pull-over with or without wool pile cuff. Black, Brown, Blond, Red, White.

TOASTI-TOES
Practical boot with tab closure for youngsters. Easy-on, easy-off over snow suits. Added height for extra protection. Red, Brown, White.

Red Ball Thermo-lites
By Ball-Band, Mishawaka, Indiana

RED BALL...INSULATED FOOTWEAR

THERMO-PLY ONEIDA—Rugged 12" boot, ideal for cold weather farm wear. Deep cleated sole with thick layer of felt inside for added warmth. Thermo-Ply air-cell insulation. Tough net lining. Men's sizes to 13.

More gifts *to make*

Decorated buttons—Use tiny beads, metallic thread, or embroidery floss, to work an initial design on cloth-covered buttons, for a dress or suit.

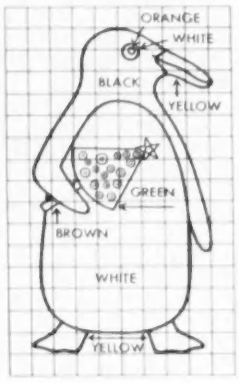
Perfume tray—Paint a small metal tray pink, then stipple with gold paint. (To stipple, dip a toothbrush in gold paint, brush it across a piece of screening held a few inches above tray.) For a fancy touch, glue a flower made of shells in the corner of the tray.

Personalized book ends.—Glue a brass initial from hardware store on the "marble" book ends pictured on page 98.

Paperweights—Look in the dime store for unusual hollow figurines or salt and pepper shakers. Fill with BB's, or shot, and glue cork in place.

To make PENGUIN

(Shown on page 98)



Use diagram above as a guide, each square equals 1 inch. **1.** Draw pattern on wrapping paper, 15 inches high. **2.** Cut penguin's back of black felt—the complete outline shown, except for feet. **3.** Cut pieces for front from felt, in colors indicated. **4.** Top-stitch white belly to black head, but leave arm holding Christmas tree, free. **5.** Decorate tree with bits of colored felt, sequins and beads. **6.** Appliqué tree to belly, lay arm over tree trunk, and stitch. **7.** Sew on beak and eye. **8.** Lay front over back, insert feet, and stitch all around figure. **9.** Sew loop at top of head, to hang penguin up. **10.** Slit back carefully from shoulder to shoulder, to pack penguin with gifts. **End**

Union push

(Continued from page 29)

section of the "Letter of Understanding" signed by Beck and Hayes:

"In the automotive industry, including but not limited to all new and used car dealer shops, factory branch sales and service shops, independent repair shops, both truck and automobiles, all types of body repair shops including truck, trailer, and automobile, all fleet maintenance shops, all automotive parts houses, gasoline stations, parking lots, tire service and tire repair shops, road building machinery, battery service and repair shops and such other locations wherein automotive equipment may be serviced, repaired, and maintained, the two organizations agree to organize. . . ."

Believe it or not, one of Beck's lieutenants in New York has already set up a union of $425-a-week Cadillac salesmen and is going after the men who push Chryslers, Packards and Studebakers.

When AFL and CIO merge, so will all their departments including their political action committees. Already, under the ever-barnstorming, pep-talking AFL political chief, Jim McDevitt of Pennsylvania, labor is planning one of the most Gargantuan mailings in history—a four-page voting record of all Congressmen. Naturally, labor's friends will be highlighted. Labor's opponents will not go unnoticed.

This brochure will be mailed to the home of every AFL-CIO member—all 16,000,000 of them. McDevitt's hope is that it will reach some 40,000,000 to 60,000,000 voters. Not just the union members, but two or three in their family. It could get to well over half the nation's voters. Nothing like it has ever been planned.

This is truly the measure of what's to come. Labor sees no reason why it cannot add millions of country cousins to the list of city members—and get them to "vote right."

It will be a new era—an exciting one as labor heads for its roundup on new frontiers. **End**

Keep your home beautiful *without painting...*

protect it with **Gold Bond** Chroma-Tex Siding Shingles

You'll never need to paint your home again for preservation if you side it with Gold Bond Chroma-Tex Shingles now. This fireproof siding goes on easily right over the old sidewalls. And you'll be mighty proud...because Gold Bond Chroma-Tex colors are strikingly beautiful. They keep that fresh beauty year after year . . . protected against weather, dirt and grime by "Surfaseal Finish"! Here's a home improvement that *pays for itself.* Get started before another winter scrapes and fades your sidewalls.

SEE THIS AMAZING BOOK! Mail the coupon today and we'll have your local Gold Bond Roofing and Siding Contractor or Building Materials Dealer give you a demonstration of how Gold Bond Chroma-Tex siding will beautify and protect your house. There's absolutely no obligation on your part.

Guaranteed by Good Housekeeping

NATIONAL GYPSUM COMPANY
BUFFALO 2, NEW YORK

Gold Bond® ASBESTOS SHINGLES

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NATIONAL GYPSUM COMPANY, Dept. TJ -116, Buffalo 2, N. Y.
Please have my local Gold Bond Siding Contractor or Dealer show me the fascinating Siding Demonstration Book—at no obligation to me.

Name

Address

City *Zone* *State*

Gives Special Kind of 'Comforting Warmth' for

KIDS' CHEST COLDS

Promptly Relieves Coughs and Loosens Local Congestion — Aching Muscles

Child's Mild Musterole — made especially for kiddies' tender skin — forms a special protective "comforting warmth" on chest, throat and back. It helps prevent kiddies from suffering distress all during the night.

Musterole is highly recommended among baby doctors to promptly relieve coughs and aching muscles. It starts right in to loosen congestion in the nose, throat and large bronchial tubes, bringing amazing relief. There's also Regular and Extra Strong for adults. *Stainless.* Buy it today!

Child's Mild MUSTEROLE

WANTED
MAN WITH CAR

NO TIME LIKE NOW TO GET IN McNESS BUSINESS

It's no trick to make good money when you use your car as a McNess "Store on Wheels." Farmers buy everything they can from McNess Men because McNess Products are tops in quality, represent extra values. Attractive business-getting prices and premiums; also money-saving deals to customers make selling McNess daily necessities a snap.

WE SUPPLY CAPITAL—START NOW!

There's no better work anywhere. Big profits, permanent, need no experience to start, and we supply capital to help you get started quick. You begin making money first day. Write at once for McNess Dealer Book. It's FREE. Tells all—no obligation. (15)

THE McNESS CO., 246 Clark St., Freeport, Ill.

Second Thoughts

WE'D always done our part for the poor—contributing to "appeals" and so on. And we felt good about it until my eight-year-old Jimmy showed us up.

A small band of Indians had come to town to sell baskets and bead work from door to door. The ones who called on us were an old squaw—obviously tired, in a dirty, patched skirt—and a boy of about Jimmy's age, probably her grandson. All he wore was a pair of greying jeans.

Jimmy was fascinated by the bead work. But even more so by the boy. He stared at the lad's calloused, bare brown feet, whitened by summer dust. Then he pulled me down to him.

"Mother," he whispered, "could I give him something?"

"Why yes—if you want to," I said. "What about those shoes?" I knew that Jimmy had a pair that were pretty well worn, though they'd been resoled.

Jimmy ran upstairs. A moment later, he was down again—with his brand new Sunday pair. It was too late to say anything; the little Indian boy had seen the shoes. And after that I couldn't have said a word—the lump in my throat was too big.

For something had happened to the bedraggled child. It wasn't just the blinding look of pure, unbelieving joy in that lad's eyes. It wasn't just his solemn remark, "Never had new shoes ever." Maybe it was the new set to shoulders and head as he stood up with those shining new shoes on his feet, and you felt that his toes were wriggling in wonder over the soft, smooth leather.

I was glad I said nothing then. For Jimmy had to wear those old shoes to Sunday School for several more months. And he never failed to put them on without being reminded of a lesson as great as any others he'd learn there: "The only giving that counts is the giving that hurts a bit."

We have benefited, also. For on second thought, we realized that you can give pleasure only by giving what you like, too . . . my "hard-earned" leisure, for instance, to help out a neighbor with even less.

—*Mrs. Reid Young*
Midvale, Utah

Send your "everyday experience with a year-round lesson" to Second Thoughts Editor, TOWN JOURNAL, *Washington 4, D. C. Published letters (under 400 words) will win $25.*

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In pure white, colors and *new* lace trims.

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One-Spot Flea Killer FOR FLEAS 50¢

Kills Lice Ants Fleas Aphids Bedbugs

SUITABLE Even for KITTENS

DUST ON ONE SPOT *Guaranteed by Manufacturer* ONE-SPOT CO., Jessup, Md. At your drug store. Free Dog Comb with each can east of Rockies only. *It Helped old Fido Regain his Libido!*

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Easily, quickly applied. Protects water pipes, oil lines, pumps. Use thermostat for automatic operation.

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At hardware, electric, farm, poultry and trailer dealers.

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Along Main Street

How to Eat Peacefully. A Spirit Lake, Iowa, restaurant has a cure for the young-ster who squirms—paper place mat- on which are printed fairy tale characters and cowboys. Parents can wait in peace for their orders to be filled, while Junior—using crayons furnished free by the waitresses—vents his energy coloring a purple nose on Mother Hubbard or a candy-striped tail on Hopalong Cassidy's horse.

Pet Project. The school kids themselves see to it that mom and dad regularly attend PTA meetings in Pateros, Wash. That's because the grade school class producing the biggest turnout of parents gets to keep a trophy for that month. The trophy: a frisky chipmunk, complete with cage.

Prepaid Courtesy. When a traveling man stops at the Ranch Motel in Caldwell, Tex., his wife back home will likely get a letter—not just an alibi that "I couldn't find a stamp." N. P. Sandefal, the motel's thoughtful owner, puts stamped postcards and envelopes in each room. Then, to eliminate another alibi, "I couldn't find a mailbox," he collects letters for mailing each morning.

Novel Paper. The 272 residents of little Chesterfield, Ill., had no newspaper except an out-of-town daily with little local news. So a Chesterfield minister, sensing a public service opportunity, converted his weekly church letter into a town newspaper. The mimeographed paper, free to each member of his church (and to any non-member who asks for it), sandwiches religious news between reports on weddings, parties and other local doings. One dividend, the minister slyly admits, is that church items now get read.

Help for Hostesses. You wouldn't expect a town the size of Waterville, Wash. (pop. 1,013), to support a fancy catering service for wedding receptions, birthday dinners and other big affairs. Yet it has one—furnished by the ladies aid of a local church. All the hostess does is supply the menu and food; the women's group prepares and serves the food, also furnishes silver, dishes and linens. Money collected from catering keeps the society in the black, eliminates the need for fund-raising teas and bazaars.

Command Performance. A furniture dealer in Chippewa Falls, Wis., found a way to get attention at night for his show window—simply turn the lights out! Now, to light the window

display, the pedestrian must push a button at the front of the darkened store. This "like a game" approach attracts more spectators than keeping the lights on all evening.

Here are ideas others have tried successfully. Can they help you? TOWN JOURNAL *will pay $10 for unusual ideas which service clubs, merchants and community developers can use. Address* TOWN JOURNAL, *Dept. T, Washington 4, D.C.*

What a racing driver can tell you about your car

Ask Jack Rutherfurd, sports car racing champion, and he'll tell you that he insists on Sinclair EXTRA DUTY Motor Oil to insure top engine performance of his racing cars. It's the oil he used when he broke the record for sports cars at Daytona Beach, Florida.

To Bring Out The Full Power of your car ask your Sinclair Dealer for Sinclair EXTRA DUTY Motor Oil in the new Triple X Grade. This new multi-grade oil flows freely for instant cold weather starting—lubricates safely whether your engine is hot or cold.

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Famous "Bonnie Bride"

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7 GLAMOROUS OUTFITS!

ALL YOURS FOR ONLY $2.98 REG. $7.98

FROM FACTORY-TO-YOU!

THESE ARE THE OUTFITS YOU GET . . . AREN'T THEY CUTE?

Tailored in our own factory from Quality Cloth!

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Sold on Money Back Guarantee!

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FREE DOLL HOUSE!

With your order for Bonnie Bride Doll you receive an attractive scored board doll house at no extra cost. Sets up in minutes, delights your children. Yours to keep—even if you should return Bonnie Bride! Don't wait for last minute rush—order Bonnie Bride now!

So cuddly . . . so adorable—Bonnie Bride is sure to win your little girl's heart at first sight! She's a full nine inches tall, so life-like and so glamorous! Bonnie Bride stands, she sits, and she walks with lady-like grace! You'll especially love the way she turns her head when she walks. Of course, she sleeps!

WASH HER HAIR . . . COMB IT, CURL IT!

Bonnie Bride has true-to-life hair made of miracle Dynel. You can wash it, comb it, even curl it! You can bathe her too—her soft cuddly body has tender "magic touch" skin.

COMPLETE WITH 7 OUTFITS!

Seven of the cutest outfits—a complete wardrobe—given with every Bonnie Bride Doll! You receive: A bridal outfit, including wedding gown, veil, etc., a pretty ballerina costume, a sheer nightgown, ski suit, rain set with hood, a pretty coat with bonnet, and a hostess gown! All stylishly designed and expertly tailored!

DIRECT-FROM-FACTORY-TO-YOU!

Bonnie Bride is the same doll that has been nationally advertised at $7.98. Now—get yours direct from the factory and **SAVE!** Bonnie Bride and her complete wardrobe is yours for only **$2.98** complete!

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The Bonnie Bride Doll is sold on a 5-day home trial. You must be pleased in every way or your $2.98 comes right back! Remit **$2.98** m.o., check, or cash for immediate free delivery. Or order C.O.D. plus postage. Do it now! At this bargain price we expect an avalanche of orders! **RUSH COUPON TODAY!**

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RUSH FOR HOME TRIAL!

THORESEN'S, Dept. 17-M-54
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RUSH . . . **Bonnie Bride Doll** at bargain price of **$2.98** on **5-DAY MONEY BACK GUARANTEE!** Include 7 complete outfits and **FREE DOLL HOUSE** at no extra cost. I must be satisfied in every way otherwise you will refund my $2.98 at once!

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Address .....

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Looking ahead

NEWS THAT MATTERS TO CONSUMERS AND BUSINESS MEN

SAVINGS TIP: Now is a good time to shop for a better return on your money. This has been a year of heavy borrowing. Some financial institutions, with loan funds depleted, have hiked rates to attract new savings. An increasing number of savings and loan associations, for example, now pay 3½%. Often, the higher rates aren't advertised; so look around.

BORROWING PICTURE: Have you sought a loan lately? Did the banker seem especially curious about the installment debt you may be carrying? He'll often say "no" now to loans that he would have okayed last spring. One insurance company which took 25-year mortgages three months ago won't now exceed 20 years and asks ½% more interest.

Your best bet, if you can wait, is to put off borrowing until spring. Tight money stems partly from Federal credit restraints put on lenders last summer. Expect the Administration to drop these to make the economy boom during the '56 Presidential race. You'll probably see no-down-payment, 30-year GI and FHA mortgages again; Government doesn't want the number of new homes to drop below a 1.2 million-a-year rate.

THANKSGIVING NOTE: Look for best buys in larger turkeys. They're plentiful; smaller, 6- to 10-pound gobblers are in 15% shorter supply than last year. Another November tip: Take advantage of low potato and pork prices (pork is at lowest wholesale price since 1946).

FROZEN ROASTS: You'll see them before long in your grocer's frozen food locker. Swift & Co., going the logical next step beyond the pot pies and patties currently sold frozen, is test-marketing 15 frozen meats of basic types. Boned, pre-aged for tenderness, and free of excess fat, they include: beef rib roasts and pot roasts, tenderloin steaks, pork chops, veal tenderloin, lamb leg roasts.

ANTIFREEZE CAUTION: If you're using last year's, put in new. Many people don't --and every year, an estimated 700,000 radiators suffer enough damage to require replacement. Even if the old solution stays strong, says American Automobile Association, it loses rust-inhibiting qualities.

FUEL SAVING: Insulating your house pays for itself in two to four years through fuel economy. That's from Laurence Shuman, heating expert for the National Association of Home Builders. Look into new types of insulation: Some combine the heat-reflecting qualities of aluminum foil with heat-absorbing materials like glass fibers; and board-type insulation, feasible in a new house, serves as sheathing, too.

NEW CAR PARADE: Pontiac becomes the first '56 car to get General Motors' redesigned automatic transmission. It "virtually eliminates the feel of shift changes," differs so radically from the old HydraMatic that GM, at one time, considered changing the name. Another noteworthy feature, in addition to restyling: a foot-pedal to control the windshield wiper.

Cadillac has its own version of the HydraMatic. Also, it offers redesigned fenders, hood, grille, and bumper; plus 305 h.p. and 285 h.p. engines. Plans call for 156,000 car output--15,000 above '55.

How many Americans will pay almost $10,000 for a car? Ford Motor Co., introducing the super-luxury Continental, reports enough orders already for 7 months of production. Expected '56 output: 4,000 cars.

BEST MOVIES: Recommended in November are The Desperate Hours; Tall Men, Clark Gable's best role in years; Trouble with Harry; Oklahoma!; Man with the Gun.

"You won't mind Cold — in your DUOFOLD!"

says Louis Bromfield

. . . Pulitzer Prize Winner, author of "FROM MY EXPERIENCE: Pleasures and Miseries of Life on a Farm."

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Duofold 2 layer HEALTH UNDERWEAR

Cold weather health and comfort begin right next to your skin! Get into Duofold — and enjoy the insulating protection of this modern, two-layer underwear. Only the soft cotton inner layer touches your skin — all the warm wool is in the outer layer, where it can't itch!

COTTON inner layer for COMFORT

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For all the warmth you want outdoors . . . all the comfort you want indoors — without the weight or itch of old-fashioned "heavies" — try Duofold Underwear. All popular models; also sports models in Sun Valley Red or White for men, women or boys; Peppermint Candy Stripes for the ladies! At better stores, or write . . . Duofold, Inc., Mohawk, N.Y.

In shrink-resistant union suits or shirts and longs

For cold-weather comfort,

Begin with your skin

Trees can cut your taxes

(Continued from page 35)

HANDY HIKING for the whole family is among advantages of town forest.

of a national organization or Federal money. Manchester, N.H., has planted 45,000 trees a year for 40 years in its 8,000-acre forest, which also has provided picnic areas and swimming in the reservoir. As these trees mature the city saws them into lumber in the forest's own mill and sells them for an annual net profit of about $4,300. By the time the children of Manchester have reached middle age the forest will have developed to the stage where it will net the city $15,000 year after year.

In Danville, N.H., a small church forest has put $45,000 in the collection box in the last century. A rural community, Troy, Maine, which saw its population wither from 2,000 in 1850 to 600 in 1940 as it depleted its forest resources, established a 1,000-acre forest 15 years ago. In the first year it showed a net profit of $695 from firewood, and 55,000 seedlings were planted. The next year the income from pulpwood and firewood was over $1,500 and the money was put back into more trees and improvements. Within six years a profit of $4,000 helped pay for a badly needed school.

Nobody worries about a lack of market for wood. More than 6,000 products are made from it. The average person in the United States uses over 400 pounds a year of one of these products —paper—and experts predict that consumption will double by 1975.

From Waynesville, N.C., comes an outstanding example of what a town-owned forest can mean to the local economy. Waynesville has owned 8,244 acres of mountain forest since 1915. The town began harvesting timber in 1948, and in seven years has realized $250,000 net profit. Furthermore, earnings by sawmill workers and those employed in the local wood-using industries approximated $750,000. The town put all its profits right back into further benefits for the community—like the modern water-supply filter plant that went up last summer. With the permanent supply of lumber from the forest, local industry has a more permanent future.

I had always supposed it took centuries to grow a good sized forest, but in my recent tour of the 420-acre Groton, Mass., forest with William P. Wharton, 74-year-old chairman of Groton's Town Forest Committee, I learned that isn't so. Thirty years ago this was part wasteland; but now, where seedlings had been set out in checkerboard rows, white pine formed a green canopy high above our heads.

"Does it look like we recently got a couple of thousand dollars' worth of timber out of here?" Wharton asked me. No, it didn't. That's because the town cultivates its forests, thinning, spraying, removing mature and overcrowded trees to give the young ones a chance to grow straight and healthy. Cutting is selective, one tree here and another there, never detracting from the overall beauty.

Wharton likens Groton's forest to a savings account. The 420 acres of trees represent "capital." Every year the trees add new growth; this is "interest," and the town can harvest that much wood without dipping into its forest capital. In the case of Groton, this amounts to roughly $2,000.

Before 1900, when the Massachusetts Forest and Park Association became interested in community forests, there were no more than a handful in the United States. Pennsylvania has a few which date back many years; that's because William Penn ordered his settlers to leave one acre in forest for every five that they cleared.

The oldest is at Newington, N.H., and it has a 245-year history of good services to the town. It provided lumber for the village church, town hall and school, it has given work to local labor during hard times, and revenue from the forest was even used to pay the town's Civil War debt. Yet there it stands, still thickly wooded and luxurious. When Newington's church bell cracked just before the Revolution, it was carted by ox team to Boston to be recast and repaired by a famous metalworker, Paul Revere. He was paid with money earned out of that forest; if the bell cracks again, the forest can still pay for it.

These might have been the only forests owned by American towns if Harris Reynolds, secretary of the Massachusetts Association, hadn't spent his honeymoon in Europe just before the First World War. He had heard about the Old World community forests; he and his bride visited a number of them. Some dated back to medieval kings who had granted land to loyal cities supporting them in battle. They visited Zurich, Switzerland, whose large 650-year-old forests give the city an annual income of $115,000. Even after the ravages of two wars, there are still European communities which levy few and small local taxes because of their forest income!

Reynolds returned to this country dedicated to the town-forest idea and preached it vigorously until his death two years ago. He got the Massachusetts Legislature to pass an act encouraging town forests by limiting taxes on land put to such use—the first of many states to do so. The Massachusetts Forest and Park Association offered to plant 5,000 free trees for any town setting aside at least 100 acres; more than 50 accepted. *Now, one in every three Massachusetts towns owns a forest and they average over 300 acres each.*

But it is Wisconsin that has achieved the most of all. Half of the nation's community forest acreage is within its borders. An intelligent plan of state aid (notably fire protection)—backed by the paper and power industries' nonprofit organization, Trees for Tomorrow, Inc.—is bringing the cutover pinelands back to their virgin splendor.

Ten million Trees for Tomorrow seedlings have gone into the ground; if planted in a straight line they would reach from New York to Hawaii and almost back again.

Merrill, Wis., headquarters for this reforestation organization, has two forests—one managed by the city and the other by the school system. Superintendent of Schools Russell Way calls his 732-acre tract an "outdoor laboratory." He says:

"The forest is one of the best educational tools we have. It's giving growing citizens a whole new world of wonder and adventure. We're only one of about 275 school forests in the state, and we're all responsible for quite an upheaval in thinking about forestry. The youngsters learn good conservation methods—and woe to the parents who don't practice them in their woodlots!"

Eventually harvested timber can pay the cost of schoolbooks.

On a carpet of pine needles, I toured the forest with the senior class. The students told me how this outdoor laboratory brings the curriculum to life. Mathematics lessons are practical problems in estimating annual growth and keeping the forest accounts. To put the hardships of pioneer life across, the history teacher sent his class into the forests on snowshoes to make a clearing, gather firewood and cook venison.

In 1945, while the Battle of Europe was still being fought, Merrill dedicated another 940-acre forest as a memorial to the hometown boys who died in World War II. Every civic, service and youth organization in the city pitched in to plant 10,000 pine and spruce seedlings that first year. The seedlings were supplied free by Trees for Tomorrow, Inc., and the state nursery.

"I think the boys would have appreciated this living memorial a lot more than a bronze statue," the mayor of Merrill told me.

Town forests are usually established on undesirable or blighted land, so that the tax loss is negligible. Camas, Wash., for example, used 1,760 burned-out acres bordering its water-supply dams.

Many forests are gifts of wealthy residents. In Arkansas, a public-spirted lumberman deeded 5- to 20-acre parcels of land and the pine seedlings to plant them, to each of the 15 schools in Nevada County. His first gift was ten acres to the Laneburg school in 1942. Eleven growing seasons later the trees were 40 feet high and eight inches across at the base. The first harvest of over-crowded trees netted $352, which was spent on new school equipment.

In Macon, Ga., 30 years ago, a Masonic lodge started a 236-acre forest for the local Boy Scout council. Today income from the forest supports Scout activities and beautifies the city.

Despite growing interest, there still are almost 30,000 towns and cities without forests which could have them. Many are blighted by some eyesore that could be converted to a community asset—an abandoned farm, a burned-over field, a dumping ground.

A good guess is that there are 100 million acres available—an area two and a half times the size of New England!—that could be bought for a few dollars an acre. Even heavily-populated New York State has over four million acres of idle and abandoned land.

In most states laws encourage community forests and the state provides trained foresters, planting machines, and trees free or at cost. Your state forester will show you how to take precautions against fire and what disease-resistant species to plant, for your locality.

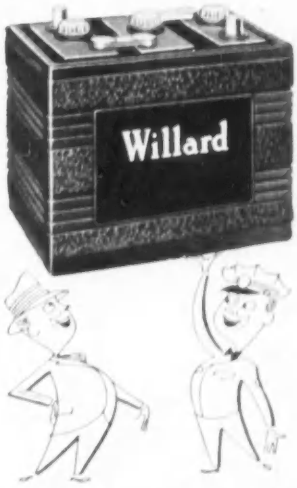
Worried about finding labor? In many towns, veterans' organizations, service clubs, farm associations and youth groups have set aside specific hours for work in the forests. When the Wausau, Wis., school forest needed husky boys one year, the football coach sent his squad to have their workout there.

Could your community make a better investment for its future than to start a forest? **End**

FAMOUS

WILLARD

QUALITY



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Willard

Dealers are listed in telephone directories EVERYWHERE. Look in the Yellow Pages under "Batteries".

Housekeeping means 15,000 sheets a day

(Continued from page 74)

silver, Glen found something special among the service notes. "Hey, listen," he exclaimed. "We can go on a free tour of the hotel. Let's call and do that tomorrow. They take you through the kitchens and everything."

Betty was delighted. But "right now," she said, "I want to see the town and eat out—maybe some foreign food."

Glen picked up the phone. Where could he find out about tours of Chicago? Right in the lobby—at the Gray Line tour counter, said the operator; should she connect him? Yes, said Glen, but first he'd like to know of any good restaurants.

"Just a minute, sir, and I'll connect you with Operator 7." That's the operator—one of 72 at the huge Conrad Hilton—who has lists of everything from restaurants and dog kennels and baby sitters to suburban train schedules.

Within half an hour of their arrival, Glen and Betty had left their car with the doorman to be serviced and parked, relaxed over a cup of coffee, sent clothes off to be pressed and jewelry to be kept in the hotel's safety vault, arranged for a sightseeing tour and reserved a table at a smart restaurant for dinner. To cap their activities, Betty detoured via the shops in the lobby on their way to the sightseeing bus to "Ooh" and "Aah" over displays of jewelry, purses and dresses.

By the time the O'Lavertys got "home" to their room that night, no fewer than 15 hotel employees had served them directly. And many unseen helpers were working for them, too—from the moment Glen wrote for a reservation. Right then, the O'Laverty's went on a chart—sent ahead of time to the housekeeper so that she'd know how many towels and sheets to have ready, to the service chief to schedule duty hours of bellmen so there'd always be enough of them on hand. As a result, the check-in is a minor miracle of "human engineering." Careful preplanning whooshes guests from doorman to room clerk to their rooms (there's *always* a bellman ready, *always* an elevator waiting) usually within seven minutes of their arrival.

Glen and Betty learned more about these "back of the house" folk on their tour next day. Guide Janet Unger first gave them a quick rundown of the huge hotel—so big that it would take you eight years to spend one night in each room. At capacity, the 5,000 guests use more than a million gallons of water a day—not to mention 25 tons of ice in summer, 150 tons of coal for power and winter heating, 1,000 dozen eggs and 20,000 rolls—all of this *per day!*

Their tour began in the lowest of five subbasements in the 14-story service building next door—where gigantic furnaces provide heat and steam, and even power for the hotel's own generators. From these dimly lit caverns, a little train hauls out two tons of trash a day and about $15,000 worth of garbage a year (sold for cattle and hog feed).

Then on to the laundry—which can and often does handle as many as 15,000 sheets and 27,000 towels a day! And that doesn't include guests' laundry—32,500 shirts a month, for instance. Betty was aghast at a stack of 2,500 sheets gathered for the wash. The billowing white mountain was less than a quarter of that day's expected total. Machines handle much of it: flatwork ironers, for instance, roll out 13 sheets a minute. The average sheet, incidentally, goes through 200 launderings before it has to be discarded.

The tour continued through paint and carpentry shops, upholsterers and silversmiths to the telephone switchboard. The Conrad Hilton's monthly phone bill, Glen discovered, comes to $40,000! But then the board (large enough for a town of 25,000 people) handles as many as 3,000 calls an hour. Some are urgent business to distant lands; others . . . well, there was the time a couple phoned to report, "There's a man in our bed." The security officer sent to investigate found that they had not closed their door when they went out for the evening—and the intruder had a room of the same number at another hotel nearby!

The most difficult problem for operators is when guests do not speak English. All told, staff members can speak 30 languages—including Chinese and Arabic. But pity the operator who has to identify a sing-song gabble to know which linguist to call!

Now Miss Unger was moving Glen and Betty along to the hotel's gleaming kitchens. Here ten whole steers a day are turned into roasts and steaks and hamburger, 500 gallons of ice cream emerge as artistic creations, 25 cases of lettuce become crisp salads. As they passed an oven gently browning 94 roasts at one time, Betty wondered if executive chef Henry Wagner ever had a housewife's typical problem—like running out of sugar in the middle of a cake? The chef smiled—and told about another (!) hotel that had to send over to the Conrad Hilton late one evening to borrow three lobsters!

Betty and Glen were goggle-eyed at the artistry of the pastry chef. Artistry of another sort goes into spectacular ice carvings for banquet centerpieces. The hotel makes its own ice—from triple-filtered spring water for special clearness. Incidentally, they don't make ice cubes the way a home refrigerator does—instead they're cut out of huge blocks, using copper wire jetting steam, to slice through the ice like butter.

The tremendous unseen activity of a large modern hotel was highlighted later by Manager Bob Quain—who, incidentally, never got past the seventh grade in school, worked up from bellman and elevator operator to run the world's largest hotel. He told Glen that if there were no guests at all, it would still cost $100,000 a day just to keep the doors open and services on tap. Yet the rates at most hotels run no more than $4 to $12 a day on the average, per person—with no charge usually for an extra cot for a child or for most of the services they stand ready to provide.

Hotels will do everything for you—just about—whether you're just staying overnight or expect to be among the 10 million conventioners who'll each spend three to four days and $90 to $100 at a hotel next year. You can count on many of these standard services:

Health safeguards—all the way from special diets and baby formulas prepared in the kitchens to allergy-proof pillows and resident physicians.

Help with children—from cots at no extra cost to screened lists of avail-

Are you a "typical" guest?

Check yourself against the records of the Pick Hotel chain which show that the average guest is a 35-year-old businessman attending a convention. He travels between 400 and 500 miles to the hotel with one two-suiter type suitcase and a briefcase. (But one time in 20, he'll have forgotten to pack his pajamas.) He arrives on Monday and checks out Thursday evening. (One time in 10, he'll leave his toilet things behind or go off with his room key.) He makes five phone calls a day and gets as many. He has a suit pressed and laundry done at least once.

able baby sitters and even supervised nurseries or playgrounds.

Access to clubs—through a hotel guest card to local golf courses, swimming pools and gymnasiums.

Shopping service—all the way from reserving a seat in a sightseeing bus or at a theater to sending up a selection of negligees as gifts for a wife.

Living facilities—in the sense that many hotel rooms now convert into a living room or office by day. (If you're just in town for the day, many hotels will let you have a room at a reduced rate, and if the hotel doesn't have a public stenographer, it may supply a portable typewriter.)

Car service—might include sending a driver to meet you at the city limits, almost certainly means providing a special garage entrance and registration desk for guests who're driving, and does mean that your car can be taken off for washing, servicing and storage while you have fun.

Reservations—can usually be made for you by teletype and confirmed in minutes at any other hotel in the same chain; and, of course, a hotel will book you on plane or train, often help with detailed instructions if you're driving.

Help with emergencies—all the way from unjamming a zipper or lending forgetful guests spare pajamas and toilet articles, to verifying credit and cashing checks for guests who didn't bring enough money. And as for getting a package wrapped, a message delivered by hand, a dog walked or lodged . . . just call the telephone operator.

America's hotels have a $6 billion investment in your comfort, net $500 million a year by providing first class service at reasonable rates. It's a target that's constantly being revised upward. By 1975, as just one example, you may be able to "dial" the exact firmness you want in your mattress. But even as things stand today, hotel life is pretty wonderful—as Glen and Betty O'Laverty discovered, with 2,000 people eager to serve them . . . and you, too. **End**

"Then one day I was struck by the do-it-yourself craze!"

What A Sight!

NEW
ITHACA FRONT SIGHT IMPROVES ANY MAN'S SHOOTING!

HERE'S WHAT THE UNBIASED EXPERTS SAY:

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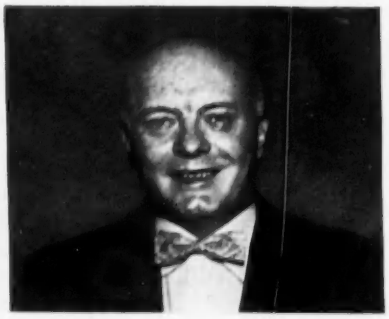

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—*Louise Price Bell*

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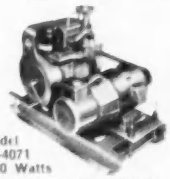

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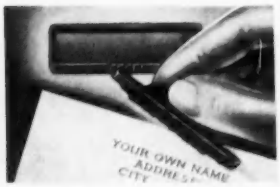

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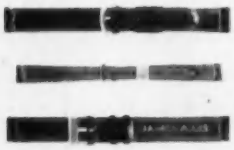

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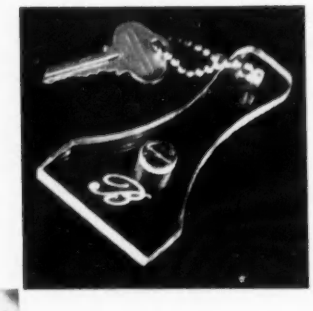

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According to doctors, you will live much longer if you give up everything that makes you want to.

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The golden age of parenthood
Is when the children are
Too old for baby sitters, but
Too young to drive the car.
—*Ed Mack*

• • •

As many a poker player has found out, the costliest hand a man can hold is one containing five feminine fingers.

Gift Horse

That unexpected gift
You're bringing home today
May give your wife a lift
Or cause profound dismay;

She'll wonder if she should
Be gratified or sad—
Has she done something good?
Have you done something bad?
—*Thomas Usk*

• • •

No two issues are ever so far apart that some politician can't straddle them.

Still, Small Voice

Money talks, I wouldn't doubt,
But mine has never drowned me out!
—*Hal Chadwick*

Clever investment: The one you failed to make.

Garage

The lawn mower's there, and Junior's bike,
Some ancient plants that sprout;
A creaking chair we used to like,
And somehow can't throw out.
Some paints and pots, and cans with lots
Of plaster, paste and tar in.
And if we're lucky, now and then,
We'll manage to get the car in.
—*Stephen Schlitzer*

• • •

A pessimist is an optimist on his way home from the horse races.

Chill Proof

No looks that you give,
Though colder and colder,
Can freeze out the guy
Who reads over your shoulder.
—*Louise Darcy*

• • •

Honeymoon: Co-existence.

"We're worried about him. He laughs at comic books."

"Just what we wanted"

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ANYONE CAN LEARN SIMPLE TUNES IN LESS THAN 15 MINUTES

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Who would let a beautiful shotgun get so rusty or dirty that its action is impaired?

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Pennzoil with Z-7 *prevents* "engine rust", lets THE *Tough-Film*® lubricate completely—*unlocking* horsepower for instant response, better gasoline mileage.

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NOW with Z-7 the POWER INGREDIENT

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BETTER DEALERS IN EVERY STATE FEATURE PENNZOIL® PRODUCTS

A "governor" for Government

When an engine has more power than can safely be used, a governor is usually attached. Then the engine can do its required work without danger of running wild.

The Congress of the United States appropriates more money than most of its individual members believe it ought to spend. It levies heavier taxes than most of its members believe ought to be collected. Why? Because political pressures keep driving the members into actions they know to be unwise. The Government has power to spend money; and always there are pressure groups compelling it to spend.

"I believe the majority in Congress would welcome Constitutional restrictions and limitations because this would give them the best defense against the unreasonable demands upon them, not only by their own constituents but more especially the pressure groups," So says Representative Ralph W. Gwinn of New York. "The responsible leaders of Congress," he adds, "Republican and Democratic, realize that Congress cannot and will not restrict its own powers."

When both Congress and the Executive use powers dangerous to the liberties of the people how, then, is a "governor" to be put on the Federal Government?

* * *

Mr. Gwinn goes back to a simple fact of history. He recalls that the Federal Government after all, was created by the States. To it the States delegated certain powers and plainly said that all other powers were reserved to the States and to the people. He proposes, therefore, that the States add five amendments to the Constitution so that, in the light of modern conditions, the Federal power can be held in check.

At present there is no limit upon the income tax. It could go up to 100%. So an amendment is proposed that would limit the taxing power—"the power to destroy," John Marshall called it—to reasonable levels; then only by three-fourths vote could Congress go above the limits when an emergency might require.

There is no Constitutional limit on spending. So an amendment is proposed to limit appropriations for any fiscal year to the expected receipts for that year; again with an emergency exception by three-fourths vote.

The Electoral College now ballots by States. A handful of minority votes from one big city could change the electoral majority for President, and defeat a popular majority. To cure this an amendment would choose electors by Congressional Districts with two at large for each State's two Senators.

Another amendment would give to the States full power to make new amendments to the Constitution without having to go through Congress.

So that treaties cannot nullify domestic law or any part of the Constitution, the Bricker Amendment is urged.

* * *

"With these five changes the people can make the rules instead of just voting on the players," says R. B. Snowden, Memphis farmer and business man, who is president of the Campaign for the 48 States. This group has undertaken to push these five amendments through. It has laid out a course of action designed to accomplish this by 1960. Next year it hopes to enlist a million or more Americans who will give a penny a day, $3.65 a year, to preserve the country from the inherent dangers within the engine of its own Government. Looks like a bargain, and could be done.

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Yes, like the Three Bears of Goldilocks fame, Morton Salt now comes in "Papa," "Mama," and "Baby" sizes.

"Papa-size" is the big round, 26-oz. box of Morton's; a familiar sight in cupboards and kitchens for more than forty years.

"Mama-size" Morton Salters are ready-filled, disposable 4-oz. shakers . . . as handy as they are handsome. With Morton Salters, there's no need to clean and fill conventional shakers. When a Morton Salter is empty, just throw it away and open a fresh one. 3⅝" tall, elegant enough to grace the family table, Morton Salters are ideal for stove and medicine chest, too. You'll find Morton Salters packed 3 to a carton, iodized or plain, at your food store.

"Baby-size" Morton Miniatures complete this famous family. These tiny, ready-to-use shakers of the world's best salt are just 1½" tall . . . perfect for lunch boxes and picnic baskets. Morton Miniatures come six to a tray.

Let all 3 members of the Morton family serve your family.

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Look for these packages at your store

"PRESTONE" BRAND anti-freeze protects your car from freeze-ups all winter long!

Guarantee

"National Carbon Company, A Division of Union Carbide and Carbon Corporation, specifically guarantees that 'Prestone' brand anti-freeze, if used according to printed directions*, in normal water cooling systems, will protect the cooling system of your car against freezing and clogging from rust formation for a full winter; also that it will not boil away, will not cause damage to car finish, or to the metal or rubber parts of the cooling system, and that it will not leak out of a cooling system tight enough to hold water."

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